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ABSTRACT

This article presents the results of a public attitude survey of a quota sample of approximately 4,000 age 18 and older Canadians, in which respondents were asked to express their opinion on who should own and operate professional athletics, national and international amateur athletics, and school/amateur sport. Attitude was also assessed on what form school/amateur sport should take, i.e., athletic excellence or socializing sport. The perception of TV athletic aggression upon family members and responsibility for controlling level of TV athletic aggression was also assessed. Approximately three-quarters of the respondents felt that professional athletic teams should be owned and operated by some form of private enterprise, while the remainder felt that this was the government's responsibility (21 percent) or had no opinion (four percent). Responsibility for ownership and operation of national/international amateur athletics was viewed mainly as the responsibility of the government, with only 18 percent attributing responsibility to private enterprise. In terms of organizing and paying for school/amateur youth sport, about half of the respondents saw this as a government responsibility, one-quarter as an amateur athletic organization responsibility, and 14 percent as a school responsibility. The overwhelming majority of the respondents favored socializing sport as opposed to athletic excellence. Over 50 percent of the respondents felt that TV little affected themselves or their family members, in respect of athletic aggression. When questioned on responsibility for regulating the aggressiveness of TV athletics, 70 percent indicated athletic organization responsibility, with the remainder split between government, network, and combined responsibility. (Author/MJB)

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# PUBLIC ATTITUDE SURVEY OF CANADA ON SCHOOL/AMATEUR SPORTS, AMATEUR AND PROFESSIONAL ATHLETICS AND THE EFFECT OF T.V. SPORTS/ATHLETICS AGGRESSION

by Dr. Dick Moriarty, Director of SIR/CAR* and
Dr. Larry Leduc, International Business Study Research Unit
University of Windsor, Windsor, Ontario, Canada

This article reports the results of a national public attitude survey on sport or/athletics and TV conducted by the University of Windsor Sports Institute for Research/Change Agent Research (SIR/CAR) - International Business Study Research Unit (IBSRU), both of the University of Windsor (in cooperation with the Elliott Research Corporation of Toronto, Canada).

## Preparation of Project Team for the Study

The project team for this attitude survey of the out-of-school tax-paying public (eighteen years of age and above) consisted of:

1. Dr. J. Alex Murray, Director of IBSRU and the Canadian-American Seminar (Business Administration);
2. Dr. Larry Leduc, IBSRU-SIR/CAR statistician and analyst (Political Science);
3. Professor Mary Gerace, SIR/CAR-IBSRU liaison and media analyst (Communication Studies);
4. Dr. Dick Moriarty, Director of SIR/CAR and principal investigator on the studies reported ; and
5. Professor Marge Holman Prpich, Associate Director of SIR/CAR and editor of the studies reported.



*SIR/CAR is the registered trademark name for the Sports Institute for Research/Change Agent Research which is housed in the University of Windsor Faculty of Human Kinetics. This study was funded in part by the Ontario Ministry of Education, NAPECW/NCPEAM Scholarly Directions and Innovative Research Conceptualization Grant, and the Ontario Royal Commission on Violence in the Communications Industry.

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Special consultants included Ms Helen Gurney, Chief Education Officer: Student Planning and Exchange, Ontario Ministry of Education; Executive Secretary Bev Goulding of the Ontario Federation of School Athletic Associations; Executive Secretary Ted Emmerson of the Southwestern Ontario Secondary Schools Association; and associate principal investigators, Dr. Ann McCabe of the Department of Psychology, and Dr. Gordon Olafson, of the Faculty of Human Kinetics, of the University of Windsor.

This report summarizes the public attitude survey segment of The Role of Interschool Sports in the Secondary Schools of Ontario - Focus on SWOSSA and OFSAA (Southwestern Ontario Secondary Schools Association and Ontario Federation of School Athletic Associations)[1] and Studies of Television and Youth Sports: Laboratory/Field Research on the Effects of Pro-Social and Anti-Social T.V. Models on Children/Youth in Sports/Athletics.[2]

The questions to be asked on this survey were identified at the University of Windsor SIR/CAR workshop on "Socializing Sport or Athletic Excellence in the Interface of Secondary School Sports and Youth Amateur Athletics: A Cooperative Change Agent Research Project Involving Representatives of the Maritimes (Dean Garth Paton of UNB); Quebec (Dr. Daniel Soucie of the University of Ottawa and formerly of the University of Quebec at Montreal); Ontario (Helen Gurney and Bev Goulding of the Ontario Ministry of Education and OFSAA, respectively); and the Prairies and the West (Dr. Barry Mitchelson of the University of Alberta); as well as representatives of the U.S. National Federation of School Athletic Associations (Dr. Clifford Fagan); and representatives from the state/provincial,regional, local and municipal school sport and amateur athletic organizations throughout Ontario, Michigan and New York.

## Procedure for Collecting Data

The questions contained below were initially pilot tested by the IBSRU-SIR/CAR and subsequently included in the provincial sections (Maritimes = 478; Quebec = 1,090; Ontario = 1,418; Prairies = 668; and British Columbia = 429) of the national survey (3,989 interviews) conducted annually by the Elliott Research Laboratories. The data and design for the survey is a national and provincial sample controlled for province, urban-rural location, age and sex. The quotas for each of these categories are matched to Statistics Canada estimates as shown in Table 1.

The interviews are distributed among 94 interviewing areas across Canada. Each of these areas is subdivided on the basis of population distribution, into a number of cells. Supervisors then preselect cells for interviewing according to the systematic random method. In each cell thus selected, a cluster of 10 interviews is conducted by a trained field staff, following route patterns written out by each interviewer by a supervisor for a given area. Systematic procedures are used for the selection of respondents within households.

The large size of the national sample employed in these studies permits accurate breakdown of statistics for each province and region, an important factor in Canadian surveys, as well as for population subcategories of age, sex, occupation, political and union affiliation and economic status.

In general, estimates of sample variance for quota samples will be larger than those for simple random samples, but within acceptable statistical limits if the overall sample size is large, and the sample carefully constructed.

Table 1

WEIGHTS FOR NATIONAL 76

| | Number of Interviews | Weight | Effective Size | Percent of National Sample | Statistics Canada |
|---|---|---|---|---|---|
| TOTAL CANADA | 3,952 | | 3,989 | 100.0% | 100.0% |
| Nova Scotia | 191 | .75 | 143 | 3.6 | 3.6 |
| New Brunswick | 157 | .75 | 118 | 3.0 | 2.9 |
| Newfoundland | 102 | 1.00 | 102 | 2.5 | 2.4 |
| Prince Edward Island | 28 | .75 | 21 | 0.5 | 0.5 |
| Maritimes = | 478 ( 478) | | ( 384) | 9.6 | |
| Quebec = | 1,090 (1090) | 1.00 | 1,090 (1090) | 27.3 | 27.3 |
| Ontario= | 1,013 (1013) | 1.40 | 1,418 (1418) | 35.6 | 36.1 |
| Manitoba | 227 | .80 | 182 | 4.6 | 4.5 |
| Saskatchewan | 217 | .80 | 174 | 4.4 | 4.0 |
| Alberta | 390 | .80 | 312 | 7.8 | 7.6 |
| Prairies = | 834 ( 834) | | ( 668) | 16.7 | |
| British Columbia = | 536 ( 536) | .80 | 429 ( 429) | 10.7 | 10.7 |
| ( ) = regions | | | | | |
| URBAN-RURAL | | | | | |
| Urban | 2,951 | | 3,027 | 75.9 | 76.1 |
| Rural | 1,001 | | 962 | 24.2 | 23.9 |
| SEX | | | | | |
| Male | 1,986 | | 2,007 | 50.3 | 50.1 |
| Female | 1,966 | | 1,982 | 49.7 | 49.9 |
| AGE | | | | | |
| 18-29 | 1,252 | | 1,285 | 32.2 | 33.5 |
| 30-49 | 1,712 | | 1,726 | 43.3 | 41.6 |
| 50 and over | 988 | | 978 | 24.5 | 24.9 |

Table 2 provides conservative estimates of sample error computed for these samples at the 95% level of confidence (2σ). Using of the one of the survey tables as an example (see p. 10) the estimate that 30.7% of the 1976-77 national respondents disagree with the statement "High school sports should be only for the best athletes" can be understood as accurate within ±2%, taking the error estimate from Table 2. Comparable estimates of sampling error can be obtained from such tables for each statistic included in the report.

The large sample size of both the national and provincial samples employed in this study permits accurate breakdown of statistics for:

1. The five regions of Canada (Maritimes 384 = 9.6%; Quebec 1,090 = 27.3%; Ontario 1,418 = 35.6%; Prairies 668 = 16.7% and British Columbia 429 = 10%)
2. The ten provinces (Newfoundland - NFL 102 = 2.6%; Prince Edward Island - PEI 120 = 5%; New Brunswick - NB 118 = 3%; Nova Scotia - NS 143 = 3.6%; Quebec - QUE 1,090 = 27.3%; Ontario - ONT 1,418 = 35.6%; Manitoba - MAN 182 = 4.6%; Saskatchewan - SASK 174 = 4.4%; Alberta - ALB 312 = 7.8% and British Columbia - BC 429 = 10.7%; total for Canada 3,989 = 100%).

as well as subcategories:

1. age (18-21 years 408 = 10.2%; 22-29 years 877 = 22%; 30-39 years 946 = 23.7%; 40-49 years 779 = 19.5%; 50-59 years 479 = 12% and over 60 years 499 = 12.5%;
2. Sex (male 2,007 = 50% and female 1,982 = 49.7%);
3. Demography (urban 3,026 = 75.9% and rural 962 = 24.1%);
4. Economic level (high 464 = 11.6%; medium high 1,556 = 39%; medium low 1,438 = 36% and low 531 = 13.3%);

TABLE 2

SAMPLING ERROR AT 95% LEVEL OF CONFIDENCE (2σ)

FOR PERCENTAGES, BY REGION

| | | PERCENTAGES APPROXIMATELY | | |
|---|---|---|---|---|
| | N | 10% | 30% | 50% |
| Maritimes | 490 | ±4% | ±6% | ±7% |
| Ontario | 1,060 | ±3 | ±4 | ±5 |
| Quebec | 1,060 | ±3 | ±4 | ±5 |
| Prairies | 840 | ±3 | ±4 | ±5 |
| British Columbia | 550 | ±4 | ±5 | ±6 |
| NATIONAL | 4,000 | ±1 | ±2 | ±2 |

5. Union (union 1,374 = 34.4% and non-union 2,615 = 65%);
6. Employment level (current employed 2,275 = 59%; housewives 1,144 = 28.7%; retired 230 = 5.8%; and unemployed 340 = 8.5%);
7. Occupation (white collar 1,742 = 43.7%; skilled labour 863 = 21.6%; unskilled labour 663 = 16.6% and others 720 = 18%);
8. Political party (Liberals - LIB 1,231 = 30.9%; Progressive Conservatives-PC 1,106 = 27.7%; New Democratic Party - NDP 550 = 13.8%; Social Credit - SC 130 = 3.3% and Independents 971 = 24.3%).

## Treatment of Raw Data

## Processing and Analysis of Data

Elliott Research Coroporation collected the data by conducting interviews in the field and then converting the raw data to 80-column IBM cards. The cards were transmitted to the International Business Study Research Unit-SIR/CAR and processed by Dr. Larry Leduc utilizing the Statistical Package for the Social Sciences (SPSS - Version 6.01) at the University of Windsor Computer Centre using the IBM 360-65 computer.

The sample for this test was 3,989 age eighteen and above taxpayers from all Canada. Elliott Research Corporation conducted the audio opinionnaire. They hand-held the question sheets, read the questions to the respondents and then recorded the response from among the alternatives listed.

## Analysis of Data

The analysis of the data for the SIR/CAR-IBSRU survey is reported below under the major subheadings: (1) Canada Overall; (2) Five Regions and Provinces; (3) Subgroup Response on the Basis of Age, Sex, Demography, Economic Level, Union Affiliation, Employment Status, Occupation and Political Party.

The statistical test employed was Chi square test for significance with an alpha level of .01, along with Cramer's V and Kendall's Tau B and C to determine the degree and direction of association.

## School/Amateur Sport

Q. 1 Looking at the activity of organized sports in high schools, could you please tell me whether you strongly agree, disagree, disagree or strongly disagree with each of the following:

a) high school sports should only be for the best athletes

b) high schools should emphasize only a fee sports of high quality

c) high schools should maintain two levels of sports, one for the strong athletes and one for an average player

d) sports in high school should be available for everyone regardless of ability

e) high schools should emphasize as many sports as possible regardless of ability.

A. 1 (a) HIGH SCHOOL SPORTS SHOULD ONLY BE FOR THE BEST ATHLETES

Overall

The overall response to this question indicated rather overwhelming opposition to the concept that high school sports should be only for the best athletes. 93.3% either strongly disagreed or disagreed (62.6% and 30.7%, respectively) with this concept. Only 5.7% either agreed or strongly agreed (3.4% and 3.3%).

5 Regions and 10 Provinces

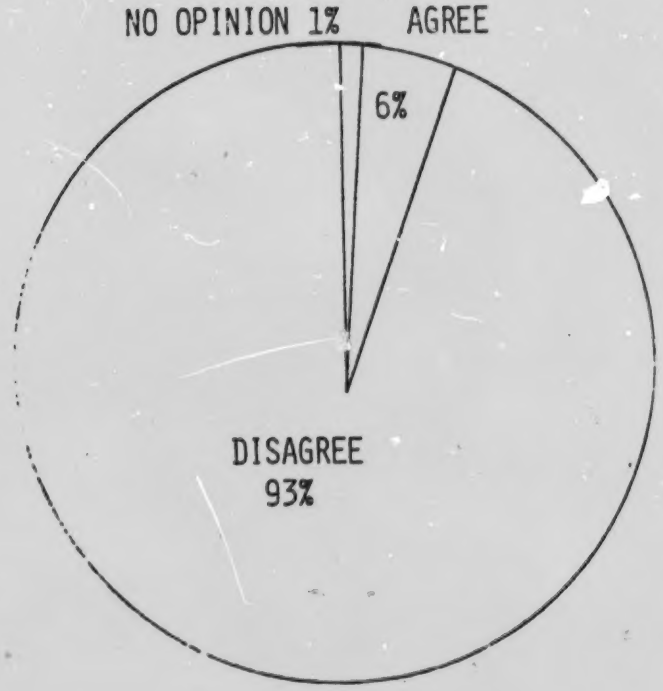
Chi square analysis showed significant difference in the degree of opposition with British Columbia BC strongest in opposition (95.7%) and the Maritimes weakest in opposition (90.9%). All regions opposed an athletic excellence program for only the best athletes; however, the limited support which did exist in general decreased from East to West (Maritimes 6.8%; Quebec 6.5%; Ontario 5.5%, Prairies 5.9%; and BC 3.2%).

There was also a significant difference on a provincial basis, with Saskatchewan strongest in opposition (95.8%), followed closely by BC (95.7%), Ontario (93.9%), Quebec and Prince Edward Island-PEI (92.8%), Alberta (88.5%), New Brunswick-NB (82.8%), Nova Scotia-NS (81.4%) and Manitoba (77.4%).

Subgroups

All subgroup analysis showed significant difference except economic level and sex. A profile of the respondents showed young city dwellers and white collar non-union workers strongest in opposition; and older retired rural Social Credit unskilled union workers less opposed to a 'best athlete only' program.

ONLY BEST ATHLETES

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CANADA

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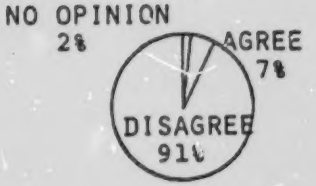


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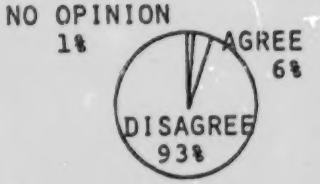
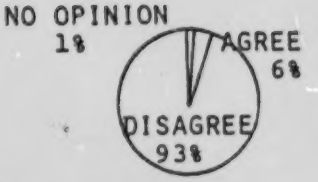
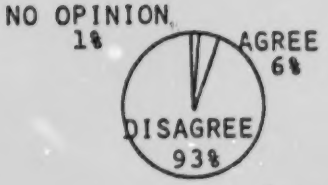


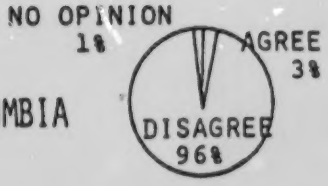

3. ONTARIO




4. PRAIRIES



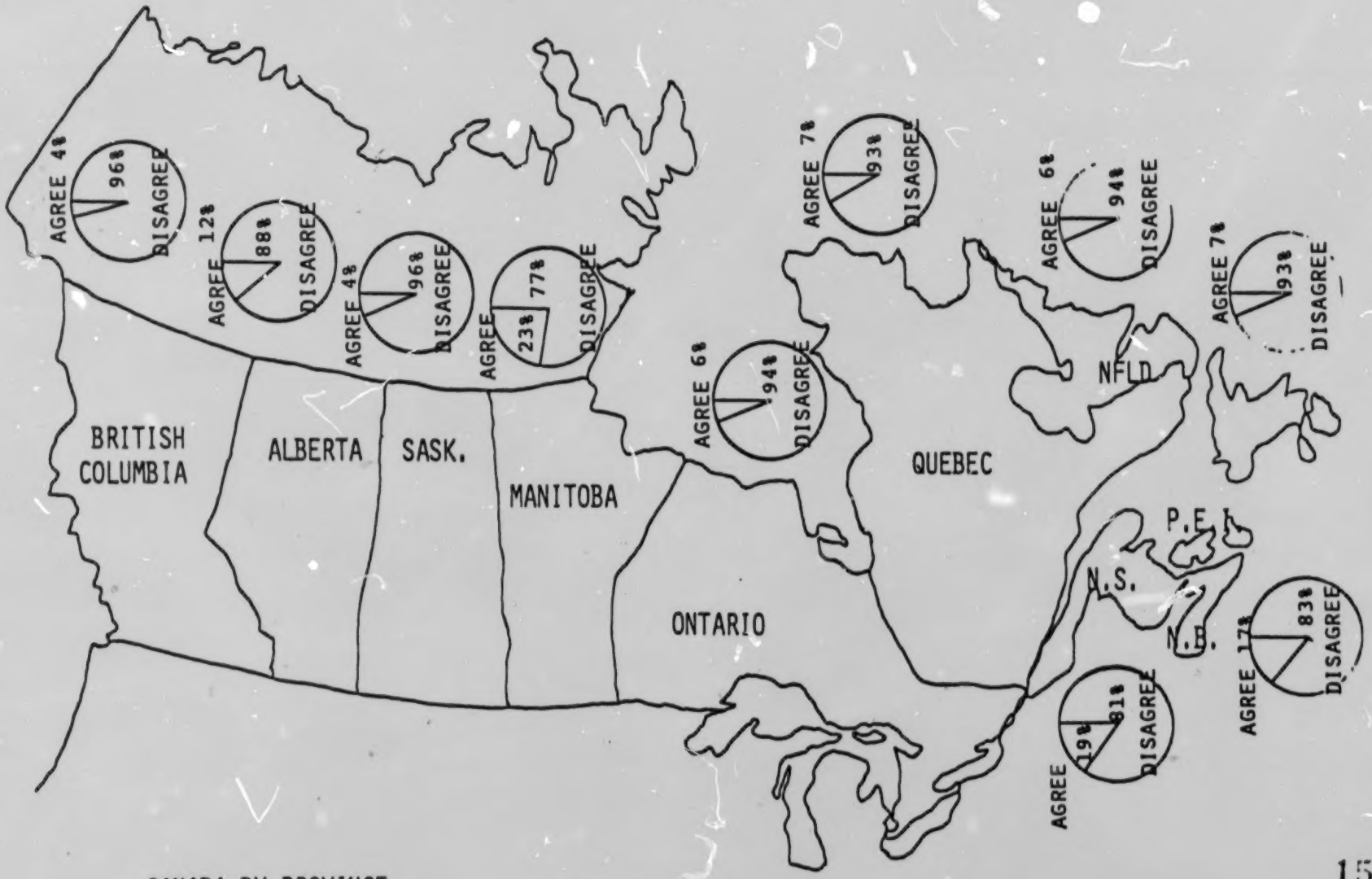

5. BRITISH COLUMBIA



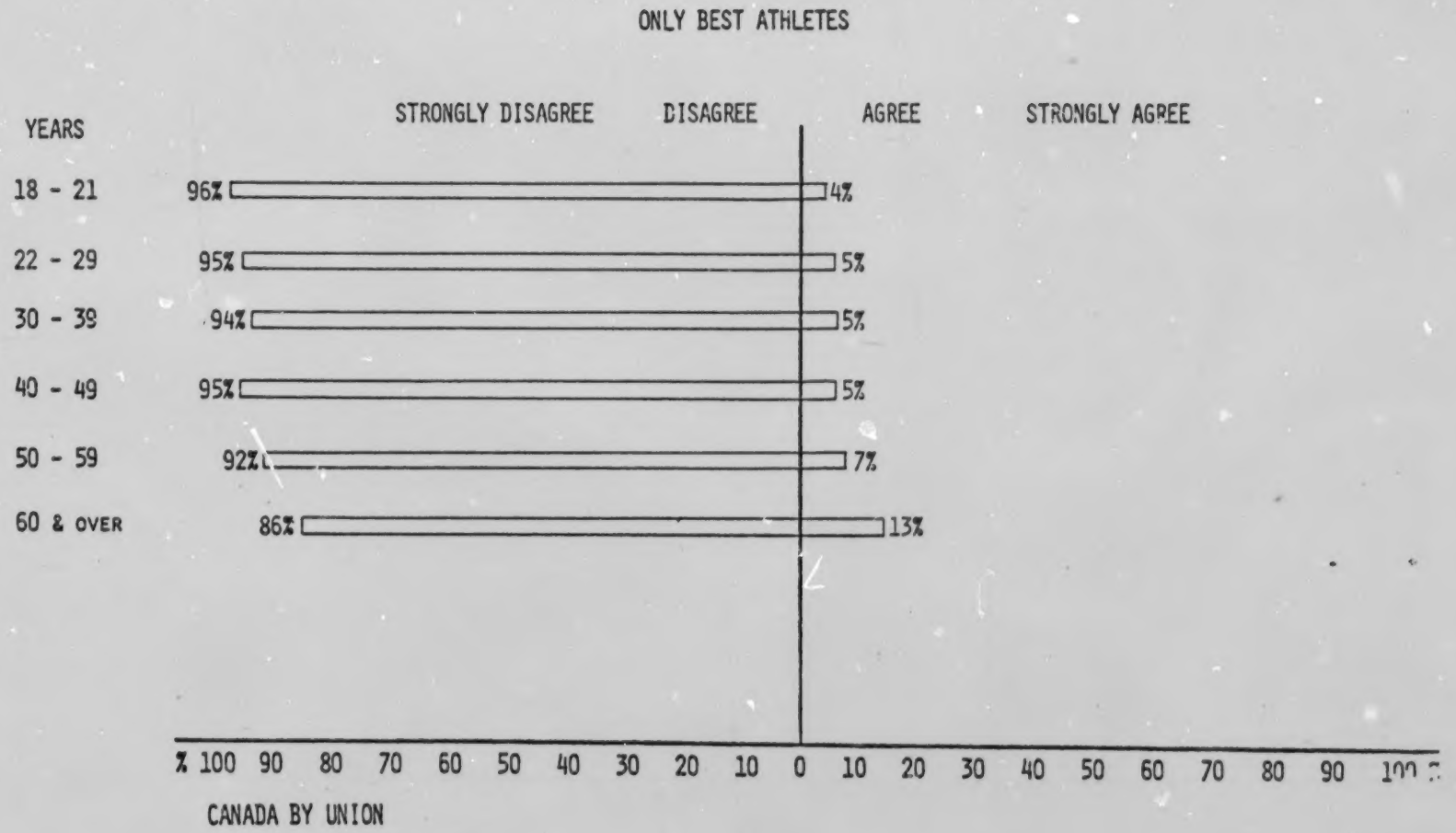

CANADA BY 5 REGIONS

13

ONLY BEST ATHLETE




CANADA BY PROVINCE


ONLY BEST ATHLETES
YEARS
STRONGLY DISAGREE
DISAGREE
AGREE
STRONGLY AGREE
18 - 21
96%
4%
22 - 29
95%
5%
30 - 39
94%
5%
40 - 49
95%
5%
50 - 59
92%
7%
60 & OVER
86%
13%
% 100 90 80 70 60 50 40 30 20 10 0 10 20 30 40 50 60 70 80 90 100
CANADA BY UNION

A. 1 (b) HIGH SCHOOLS SHOULD EMPHASIZE ONLY A FEW SPORTS OF HIGH QUALITY

Overall

Similar trends were evident on this question. In general, there was disagreement with this suggestion, although the percentage of disagreement was lower. Overall, 80.8% either strongly disagreed or disagreed (42% and 38.8%) with the prospects of high schools emphasizing only a few sports of high quality.

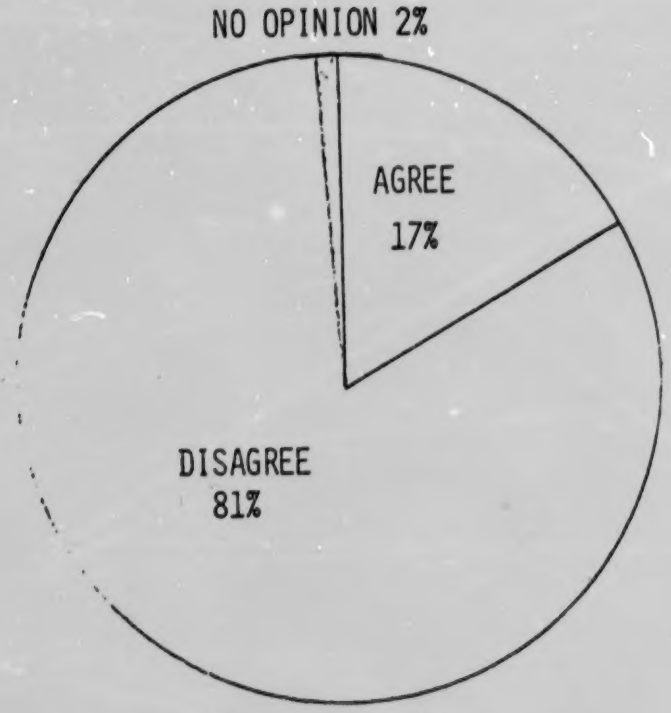
5 Regions and 10 Provinces

As with the first question, support was strongest in the West and weakest in the East (BC,88.4%; Ontario, 84.9% ; Prairies,84% ; as compared with Maritimes, 77.6% ; and Quebec ,71.8%). Provincial analysis showed similar decline in opposition from West to East, with some exceptions (Manitoba highest 89.1%, followed by Saskatchewan, 88%; BC, 87.4%; Nova Scotia, 85.3%; Ontario, 84.9%; as compared with Newfoundland, 78.6%; Alberta, 78.2%; Prince Edward Island-PEI, 75%; Quebec, 71.8%; and New Brunswick, 67.5%). Put another way, about 1/4 in some provinces supported this statement (Quebec, 26%; PEI, 25% and New Brunswick, 22%).

Subgroups

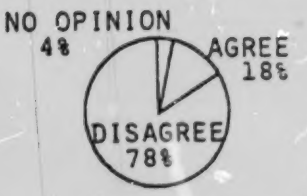
There was significant difference in all subgroups except economics, sex and union affiliation when subgroup analysis was conducted. In general, disagreement was stronger in the 'haves' than the 'have nots' and concomitantly agreement was stronger in the 'have nots' than in the 'haves' (unskilled labourers 20.7% > white collar workers 13.9%; retired 25.3% > current employed 15.5%; over 60 age 26.1% > 18-21 age 11%; rural 19.8% > urban 16.4% in response to strongly agree or agree).

## FEW SPORTS - HIGH QUALITY

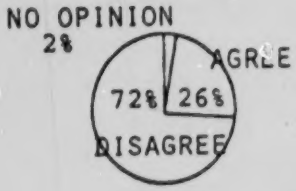



CANADA

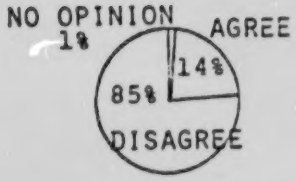
1. MARITIMES



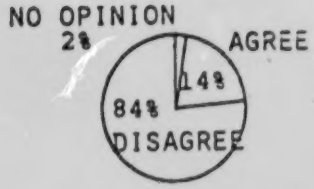

2. QUEBEC



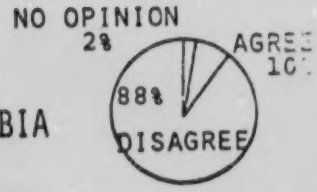

3. ONTARIO




4. PRAIRIES

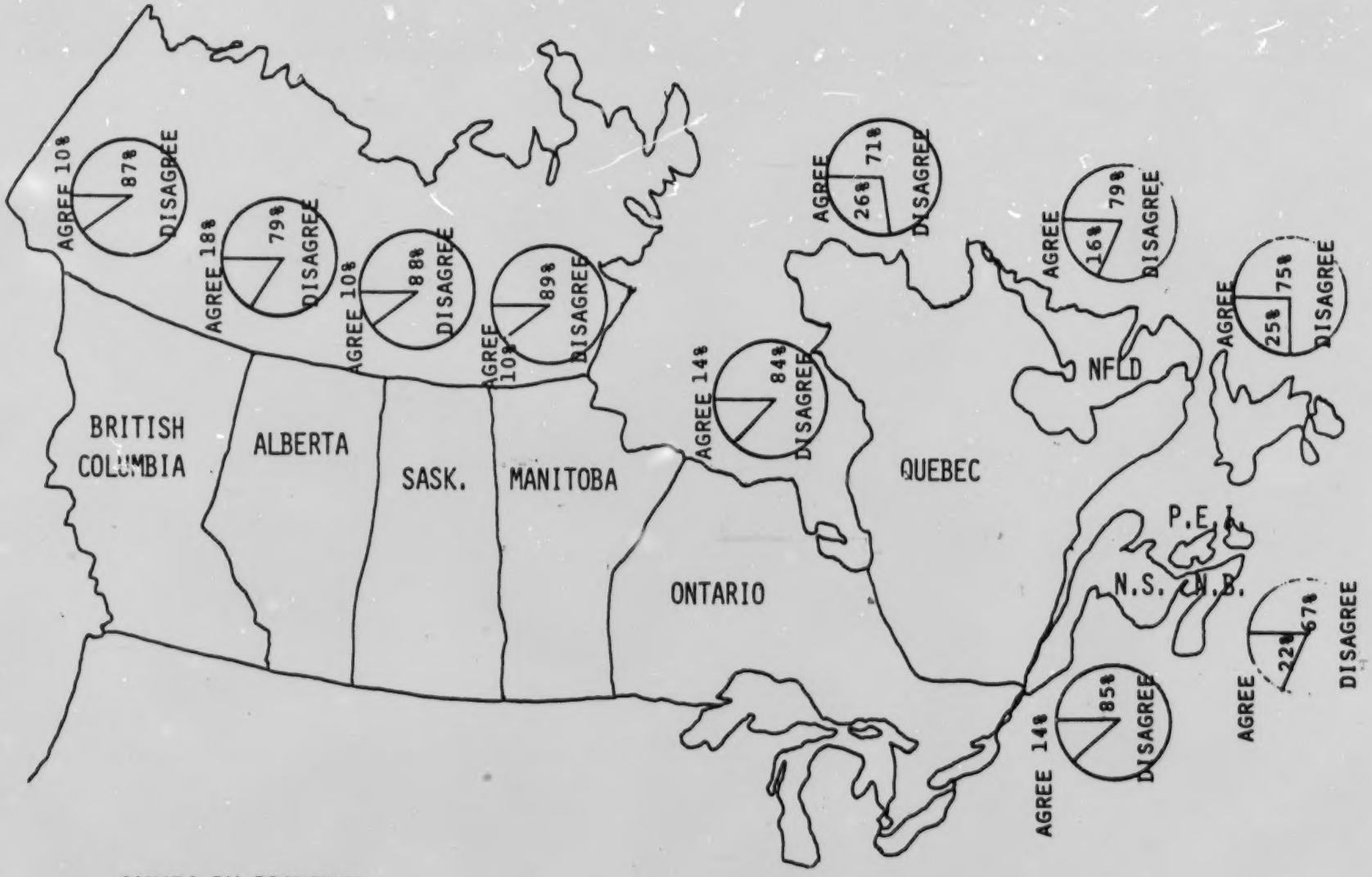



5. BRITISH COLUMBIA

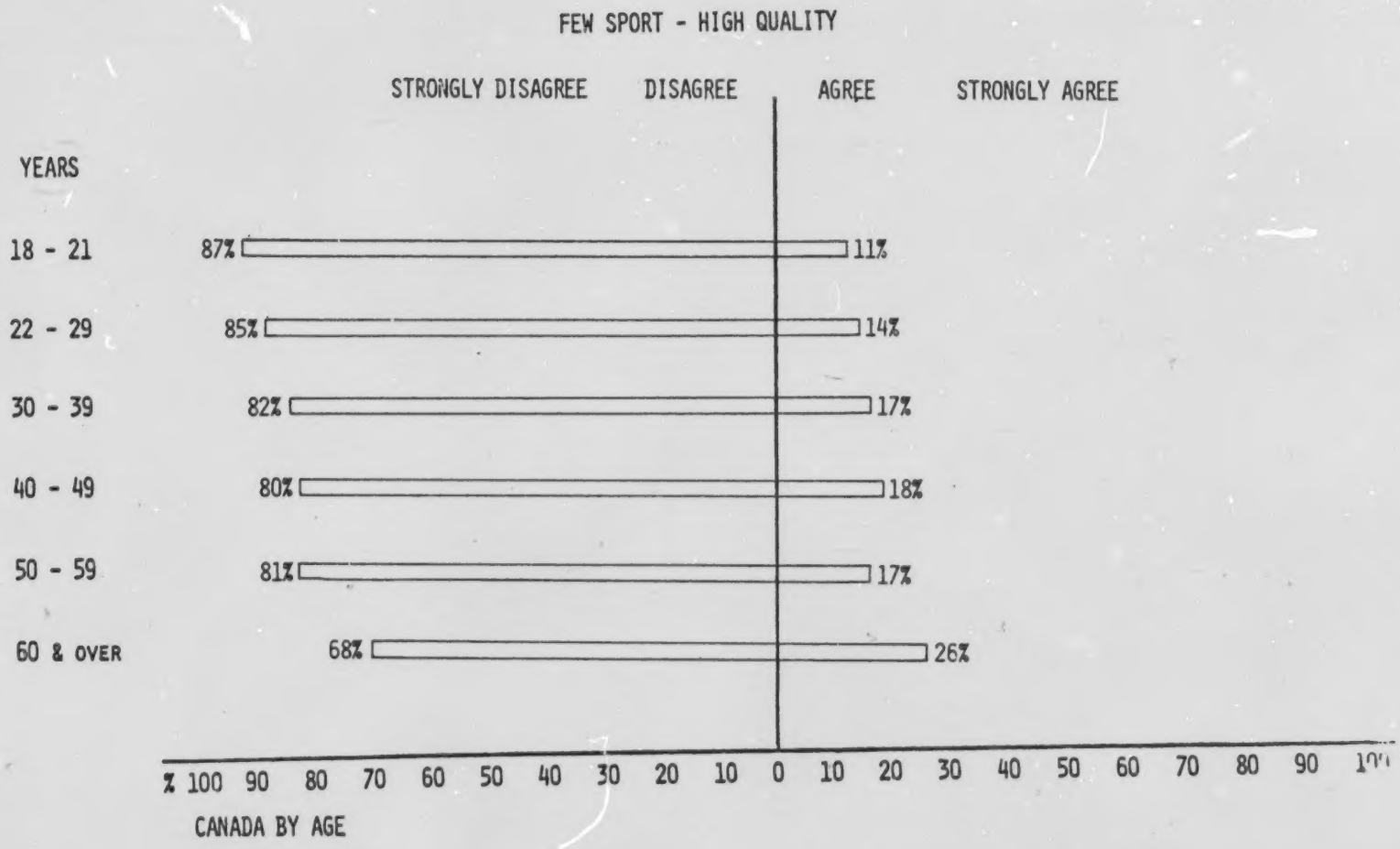


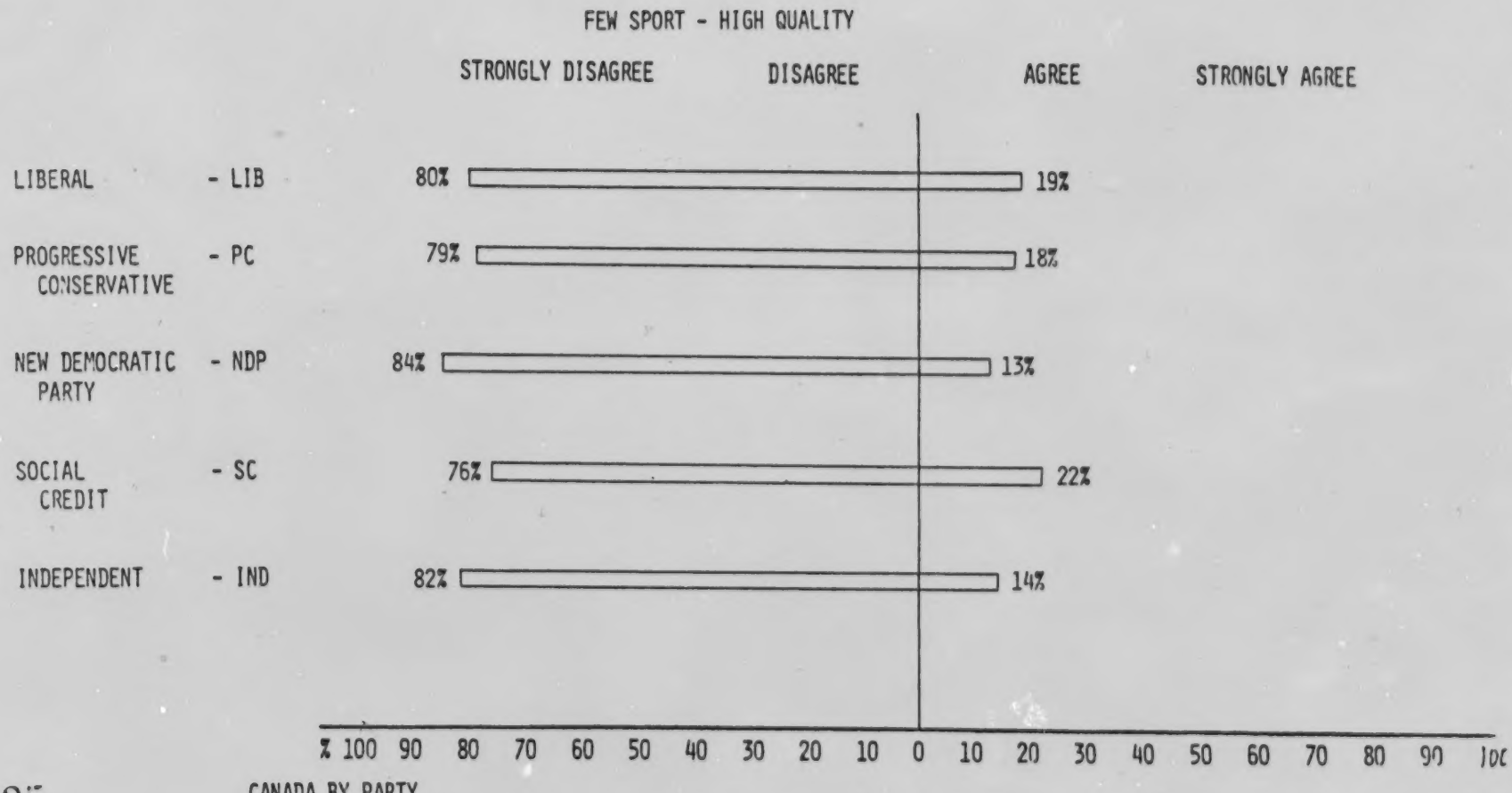

CANADA BY 5 REGIONS

FEW SPORTS - HIGH QUALITY




CANADA BY PROVINCE


FEW SPORT - HIGH QUALITY
STRONGLY DISAGREE
DISAGREE
AGREE
STRONGLY AGREE
YEARS
18 - 21
87%
11%
22 - 29
85%
14%
30 - 39
82%
17%
40 - 49
80%
18%
50 - 59
81%
17%
60 & OVER
68%
26%
% 100 90 80 70 60 50 40 30 20 10 0 10 20 30 40 50 60 70 80 90 100
CANADA BY AGE




CANADA BY PARTY

A. 1 (c) HIGH SCHOOLS SHOULD MAINTAIN TWO LEVELS OF SPORTS, ONE FOR THE STRONG ATHLETES AND ONE FOR THE AVERAGE PLAYERS

Overall

Support for the concept of two levels of competition in the high school was considerable. 62.5% strongly agreed or agreed with this concept; 35.4% disagreed or strongly disagreed, while 2.1% had no opinion.

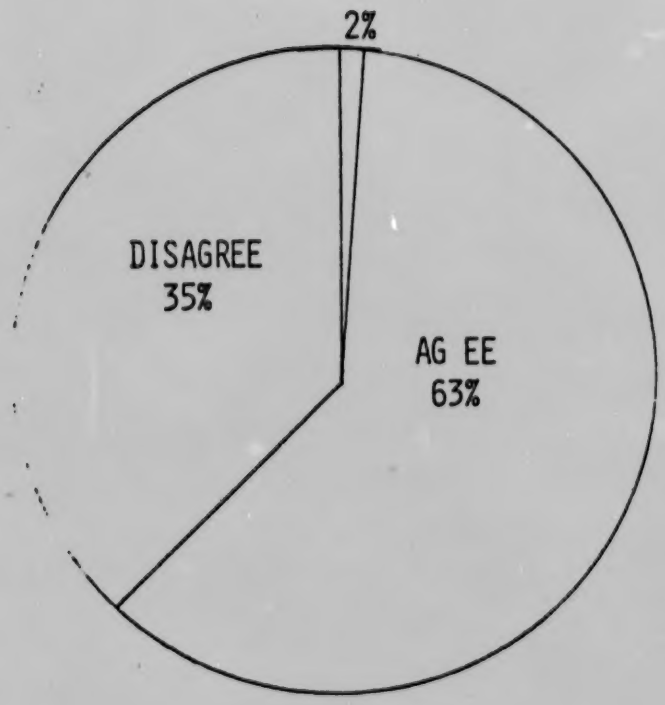
5 Regions and 10 Provinces

Significant difference of opinion on a regional and provincial basis was shown (BC, 65.6% was strongest in support,followed by Ontario, 64%; Prairies, 62%; Maritimes, 61.3%; and Quebec, 60.2%). In general, there was a slight decline in support from West to East; however, on a provincial basis data showed a different picture, with PEI and Newfoundland first and second in support (82.1% and 72.5%, respectively), followed by Saskatchewan, 71.5%; Manitoba, 66.2%; and BC, 65.6%; followed in the second half of the ranking by Nova Scotia, 65.5%; Ontario, 64%; Quebec, 60.2%; Alberta, 55.3% and New Brunswick, 42%. The fact that 49.7%, or a plurality, in New Brunswick opposed a two-level program or showed indifference by showing no opinion (7.6%) accounts for the low rank of the Maritimes on a regional basis.

Subgroups

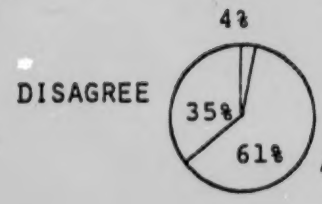
Subgroup analysis showed a significant difference on age, employment status and political affiliation. In those groups where a significant difference was detected it can be noted that the 'haves' were higher in opposition (current employed 37.5% > unemployed 34.6%; 18-21 age group 39.1% > over 60 age 29.7%). In terms of political affiliation, Social Credit-SC, 42.3%; New Democratic Party-NDP, 39.3%; and Independent, 38% were appreciably higher on disagreement or indifference as compared to Progressive Conservatives-PC, 35% and Liberals 27%.

SCHOOL TWO LEVELS = STRONG ATHLETE & AVERAGE PLAYER

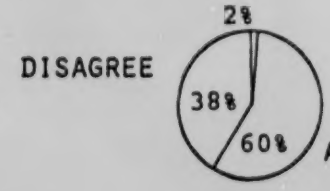



CANADA

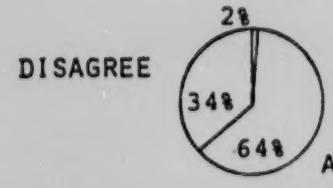
1. MARITIMES



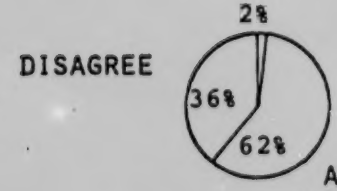

2. QUEBEC



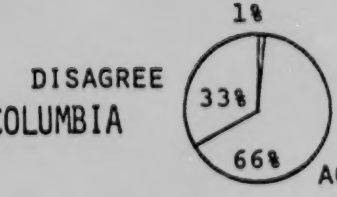

3. ONTARIO




4. PRAIRIES




5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

SCHOOL TWO LEVELS = STRONG ATHLETE & AVERAGE PLAYER

CANADA BY PROVINCE

A. 1 (d) SPORTS IN HIGH SCHOOL SHOULD BE AVAILABLE FOR EVERYONE REGARDLESS OF ABILITY

Overall

There was an overwhelming support for sports for all in high school, with 95.9% strongly agreeing or agreeing and only 3.2% disagreeing or strongly disagreeing.

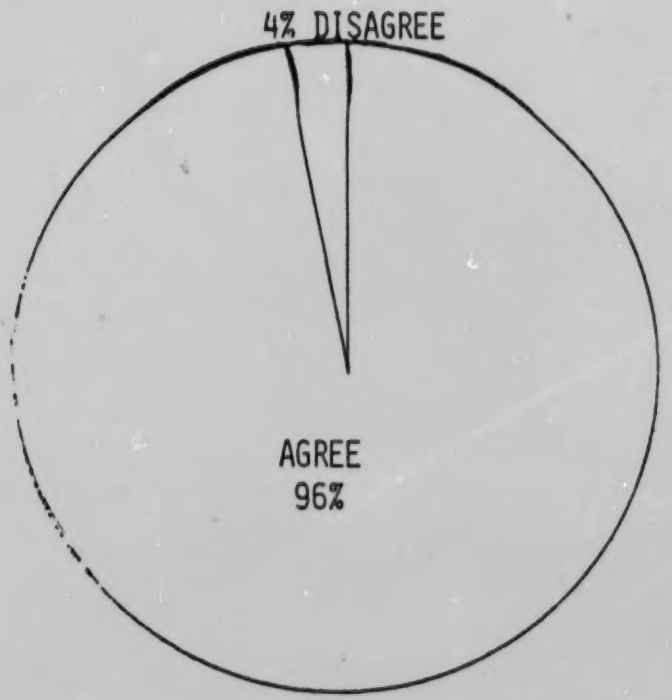
5 Regions and 10 Provinces

BC, 98.4%, was strongest in support, followed by Quebec, 96.5%; Ontario, 96.3%; Prairies, 95.4% and Maritimes, with 90.6% in favour and 9% against or expressing no opinion. Support existed in all regions and increased as we go from east to west. On a provincial basis, PEI, 100%; Newfoundland, 96%; Nova Scotia, 97.4% join BC, 98.9%; Saskatchewan, 98.2%; Manitoba, 97.8%; Quebec, 96.5% and Ontario, 96.3% in strong support of sports for everyone in high school. New Brunswick was weakest in support, with 77.1% for and 22.9% against or expressing no opinion.

Subgroups

Category analysis on cross tabulation of subgroups showed significant difference in categories for employment status, political affiliation, economic level and age. For example, in terms of opposition, retired 7.7% > employed 3.6%; high income 5.7% > low 2.9%; and a general increase in opposition with age (3% against or indifferent in the 18-21 age level < 8.9% against or indifferent in the over-60 age group).

SCHOOL SPORT FOR ALL




CANADA

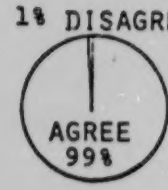
1. MARITIMES

2. QUEBEC

3. ONTARIO

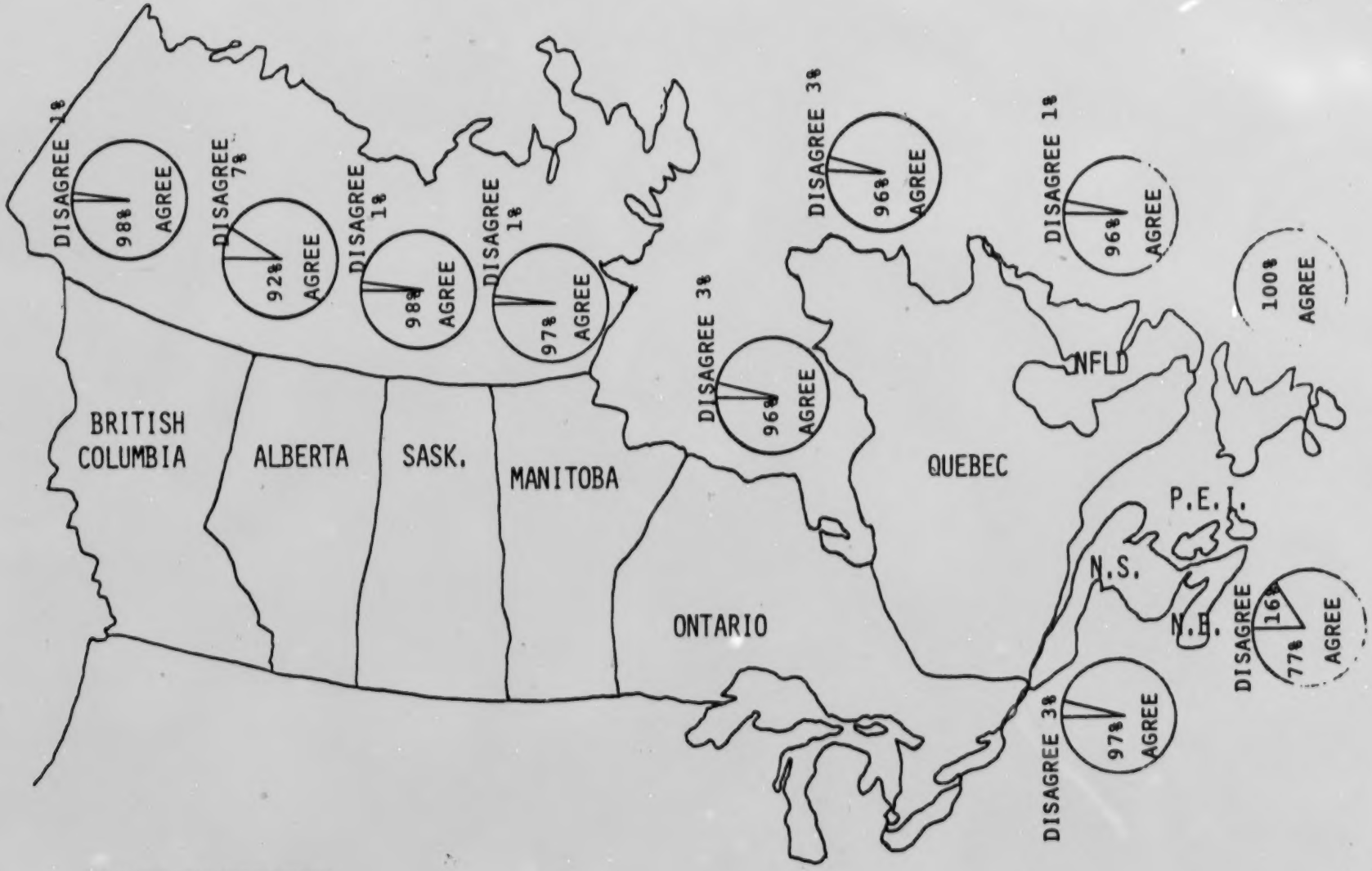
4. PRAIRIES

5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

SCHOOL SPORT FOR ALL




CANADA BY PROVINCE

A. 1 (e) HIGH SCHOOLS SHOULD EMPHASIZE AS MANY SPORTS AS POSSIBLE REGARDLESS OF ABILITY

Overall

83.2% strongly agreed or agreed with this concept. 14.7% disagreed or strongly disagreed and 2.2% had no opinion.

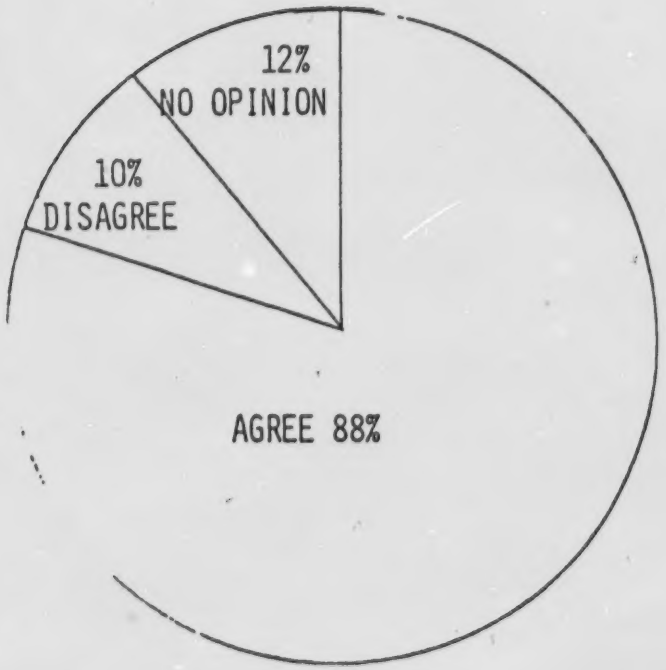
5 Regions and 10 Provinces

There was a significant increase in regional support from east to west (Maritimes, 77.3%; Ontario, 81.3%; Quebec, 85.7%; Prairies, 83.2%; and BC, 87.9%). Similarly, opposition and/or indifference was strongest in the east (Maritimes, 22.7% > BC, 12.2%). On a provincial basis similar trends were displayed with opposition or indifference strongest in PEI, 35.7%; New Brunswick, 36.3% > Quebec, 14.3% and BC, 14.2%). Throughout the rest of the Canadian provinces opposition or indifference was less than 20% in all provinces and, indeed, less than 15% in five of the provinces.

Subgroups

Subgroups showed a significant difference on employment and age. Support was weakest among retired and unemployed and in inverse proportion to age (the older age groups were weaker in support of this position).

## MANY SPORTS REGARDLESS OF ABILITY




CANADA

1. MARITIMES

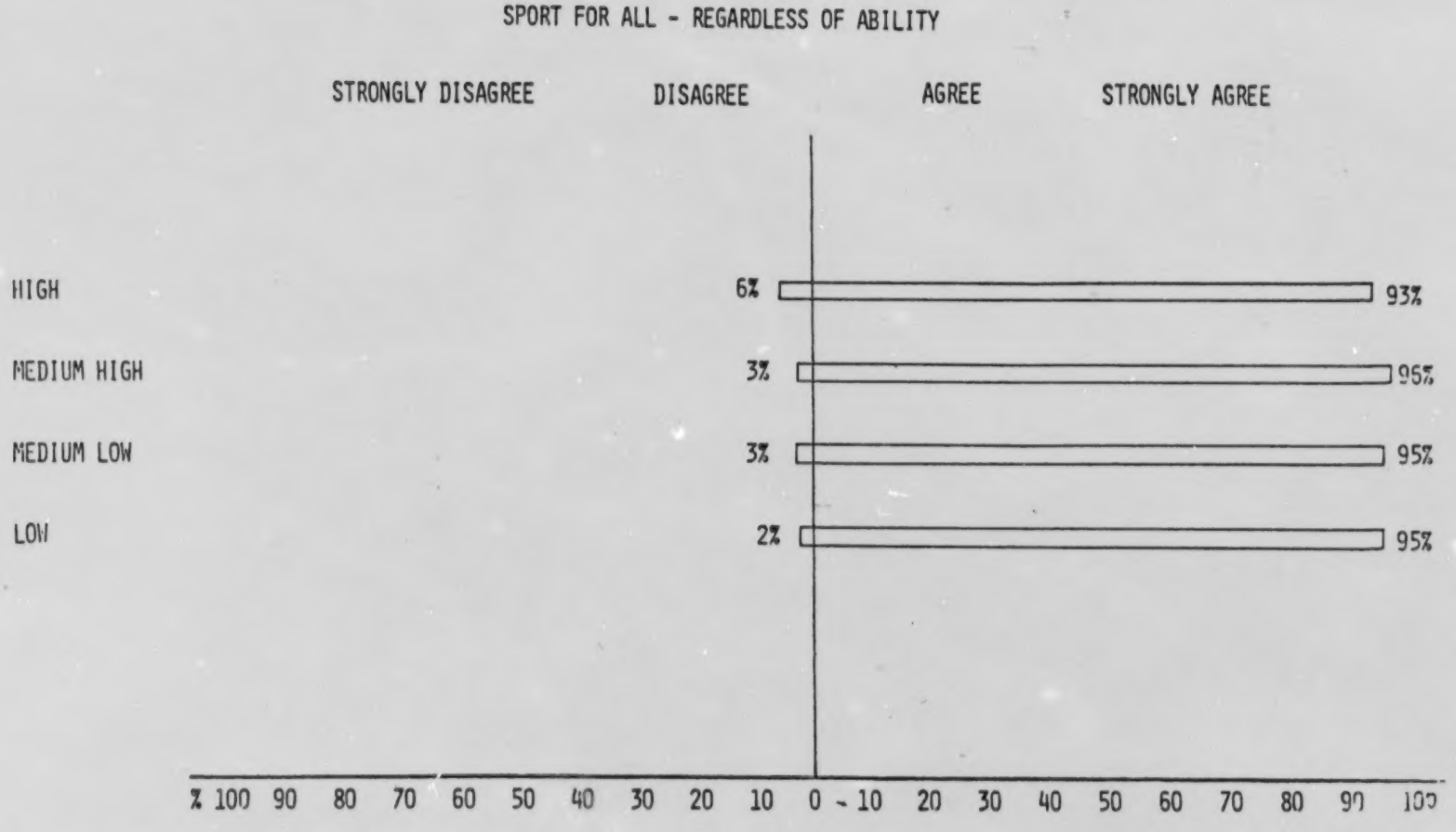
2. QUEBEC

3. ONTARIO

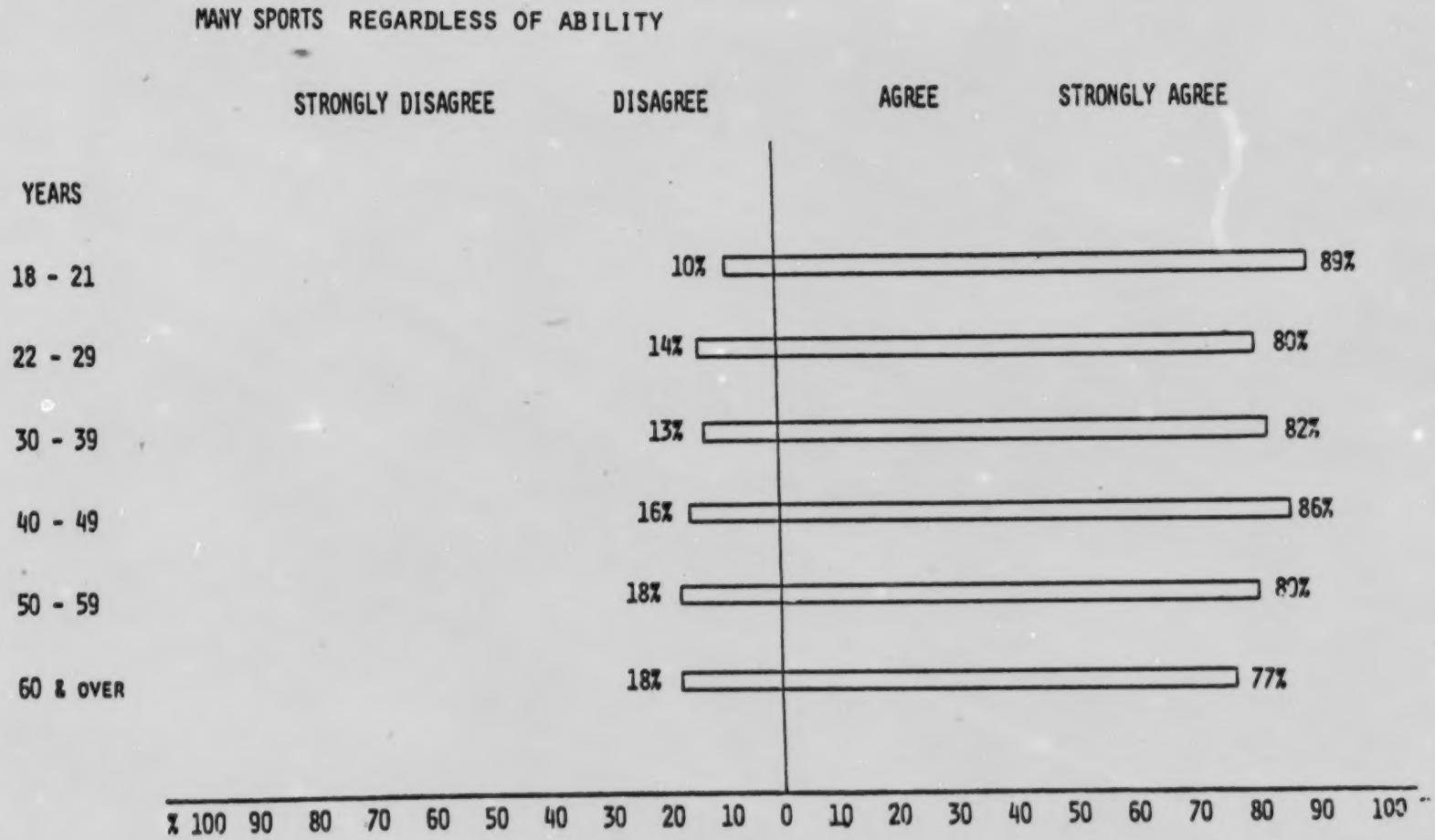
4. PRAIRIES

5. BRITISH COLUMBIA

CANADA BY 5 REGIONS




CANADA BY ECONOMIC LEVEL


MANY SPORTS REGARDLESS OF ABILITY
STRONGLY DISAGREE
DISAGREE
AGREE
STRONGLY AGREE
YEARS
18 - 21
22 - 29
30 - 39
40 - 49
50 - 59
60 & OVER
10%
89%
14%
80%
13%
82%
16%
86%
18%
80%
18%
77%
% 100 90 80 70 60 50 40 30 20 10 0 10 20 30 40 50 60 70 80 90 100
CANADA BY AGE

Q. 2 (a) Who do you think should organize and pay for sports for young people - the schools, government, or volunteer organizations such as Little League and Minor Hockey?

1. Schools
2. Government
3. Associations
4. No opinion
5. All three
6. Government and Associations
7. School and Government
8. School and Associations
9. Parents, Parents and Schools/Parents and Associations
0. Other combinations - lotteries, etc.

A. 2 (a) WHO DO YOU THINK SHOULD ORGANIZE AND PAY FOR SPORTS FOR YOUNG PEOPLE - THE SCHOOLS, GOVERNMENT, OR VOLUNTEER ORGANIZATIONS SUCH AS LITTLE LEAGUE AND MINOR HOCKEY?

Overall

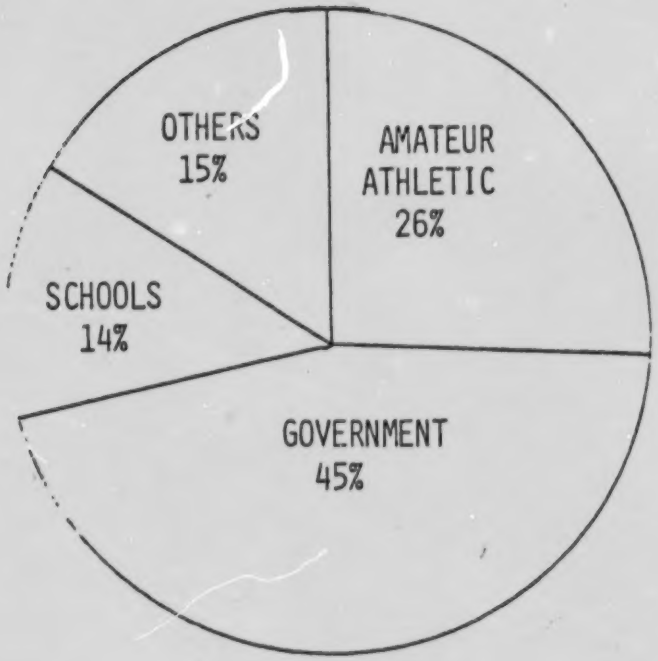
On the critical issue of who should organize and pay for sports for the young, 45.7% favoured government paying for the programs; 26.6% favoured amateur associations paying for the programs; and 14.3% favoured the schools paying for the programs. The remaining 13.5% were divided among the other alternatives (no opinion, 4%; all three, 3.3%; government and associations, 2.4%; schools and government, 1.9% ; schools and associations, .9%; and parents, schools and associations, .4%).

5 Regions and 10 Provinces

Quebec was strongest in looking to the government for organization and support (61%), followed at quite a distance by the Maritimes, 45.5%; BC, 42%; Ontario, 41.7%; and Prairies, 29.5%. Maritimes, 31.9% were strongest in support of amateur athletics associations organizing and paying for youth sports, with a slight decline in support from east to west (Quebec, 24.2%; Ontario, 26.9%; Prairies, 27.8% and BC, 25.2%). In terms of school organization and financing of sport, Prairies ranked first, 20.7%; Ontario second, 16.8%; BC third, 14%; Quebec fourth, 9.6%; and the Maritimes last, 8.1%. Attitude favouring cooperative organization and payment is higher in the west (BC, 15.9% and Prairies, 14.8%) than in the east (Ontario, 9.7%; Maritimes, 7%; and Quebec, 2%).

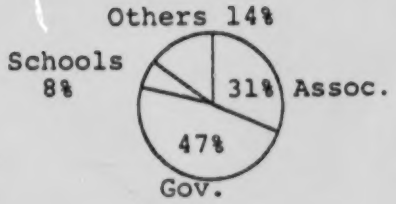
In terms of provincial attitude, we find similar significant difference of opinion, with exception of Saskatchewan, where associations are ranked first, 24.9%, government second, 20.3%; and schools last 12.4%. All other provinces ranked government first, associations second and schools third in terms of responsibility for organizing and paying for sports/athletics. There was

YOUTH SPORTS - WHO SHOULD ORGANIZE & PAY

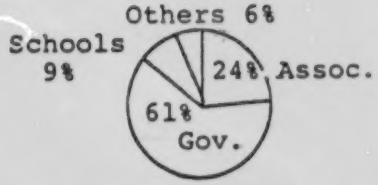



CANADA

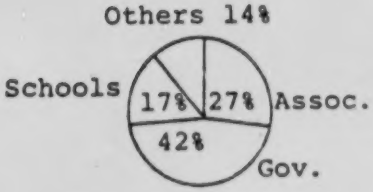
1. MARITIMES



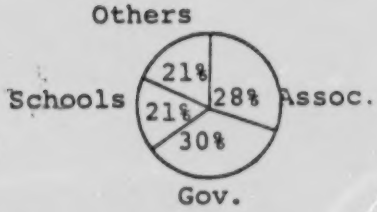

2. QUEBEC



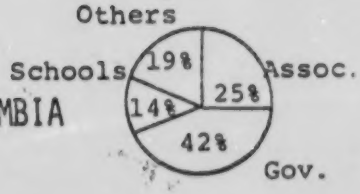

3. ONTARIO




4. PRAIRIES

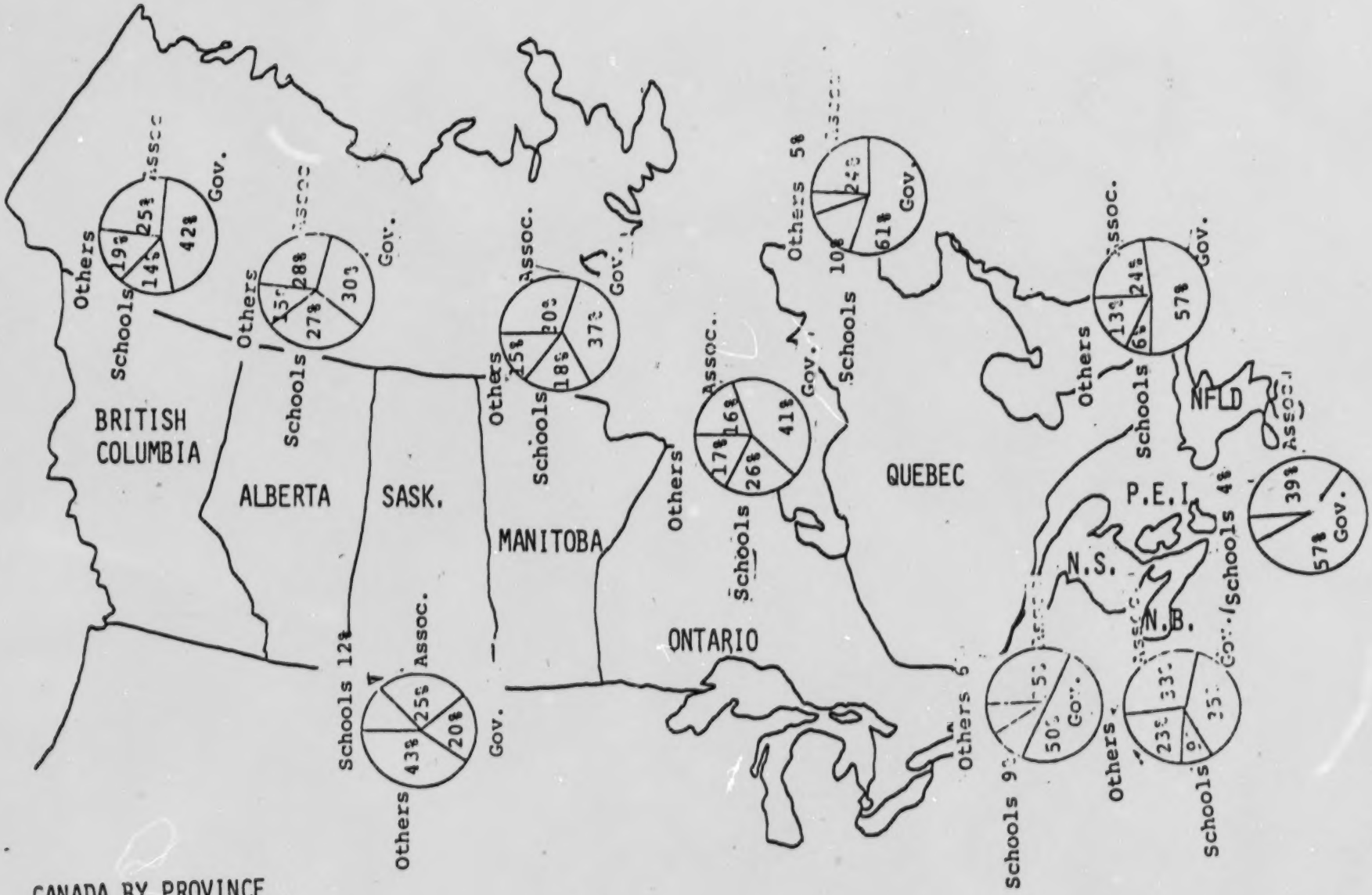



5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

# YOUTH SPORTS - WHO SHOULD ORGANIZE & PAY




CANADA BY PROVINCE

A. 2 (a) (cont'd)

considerable difference in the degree of support for the various agencies. For example, 6 of the 10 provinces showed 40 to 60% of the sample favouring government organization and payment (Quebec, 61.6%; PEI, 57.1%; Newfoundland, 56.9%; Nova Scotia, 49.7%; BC, 42%; Ontario, 41.7%), while 4 show lower support for government involvement (Manitoba, 36.4%; New Brunswick, 35%; Alberta, 30.5%; and Saskatchewan only 20.3%). In general, 1/4 support amateur athletic associations organizing and paying for youth sports (Newfoundland, 24.5%; Quebec, 24.2%; Ontario, 26.9%; Manitoba, 29.8%; Saskatchewan, 24.9%; Alberta, 28.2%; and BC, 25.2%), with even more support in the Atlantic provinces (PEI, 39.3%; Nova Scotia, 35.1%; and New Brunswick, 31.1%). Support for school organization and payment of youth sports is highest in Alberta (26.9%), lowest in PEI (3.6%) and in general, increases as we go from east to west (Newfoundland, 6.9%; New Brunswick and Nova Scotia, 8.9%; Quebec, 9.6%; Ontario, 16.8%; Manitoba, 18%; Saskatchewan, 12.4%; BC, 14% and Alberta, 26.9%).

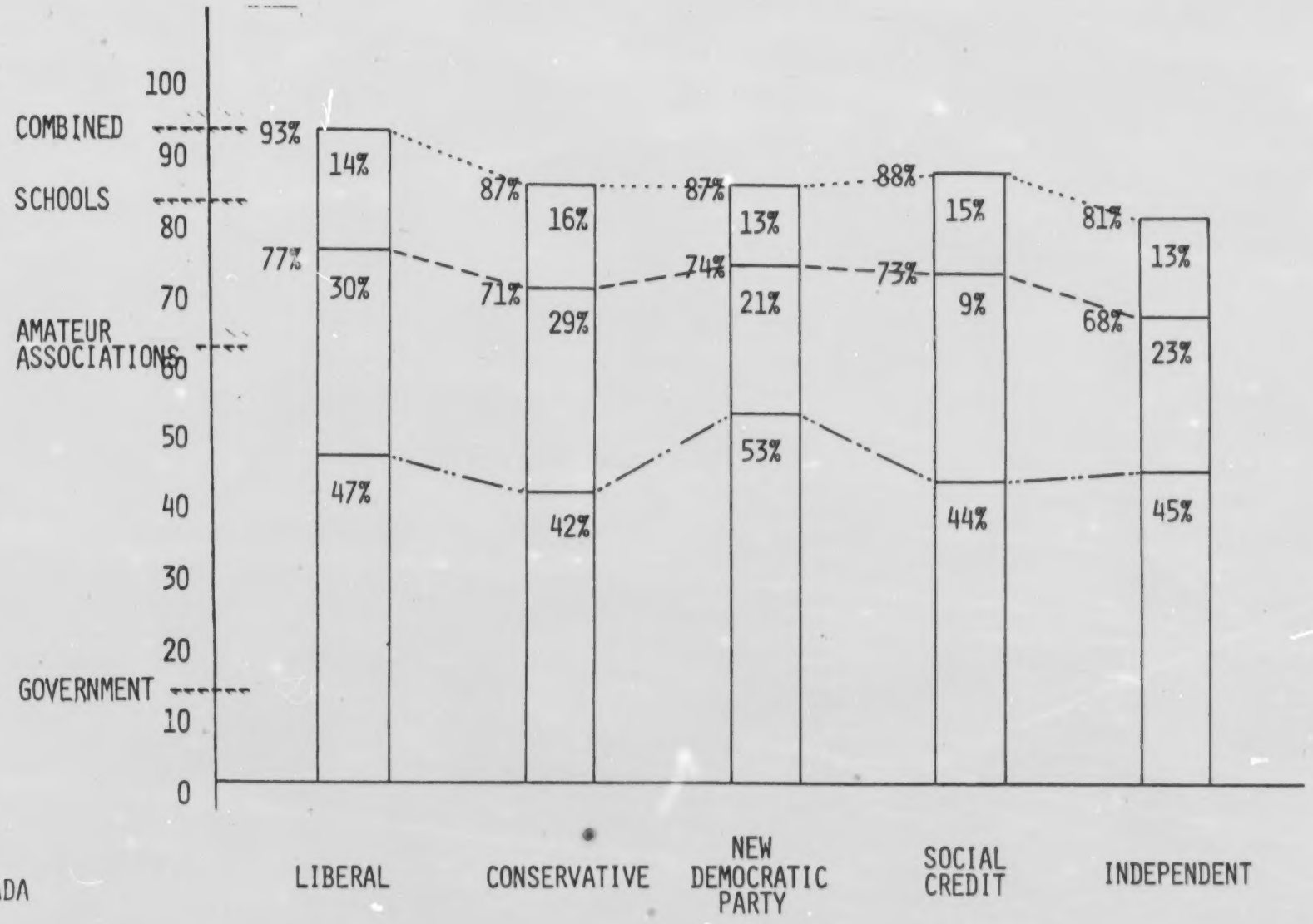
Subgroups

In terms of subcategory analysis, there was a significant difference in all categories on this highly controversial question of responsiblity for organizing and financing youth sports. Age group analysis showed 1/2 the younger age group identifying government, 1/4 looking to amateur athletics associations, 15% favouring schools and most of the remainder favouring some combined effort (10% or so). In the older group there was a decline in support for government organization and financing (18-21 age group, 52.2% > over 60 age group, 40%); increased support for the role of amateur athletics associations in organizing and paying for youth sports was shown (18-21 age group,26.3% < over 60 age group, 30.2%); and there was consistent support for the role of schools in organizing and supporting youth sports (18-21 age group, 11.5% and over 60

A. 2 (a) (cont'd)

age group, 14.5%). There was a marked trend upward in support for a cooperative effort with increase in age (18-21 age group, 6.1%; 22-29 age group,8.6%; 30-39 age group, 8.7%; 40-49 age group, 5.9% ; 50-59 age group, 9.7% and over 60 age group, 5.7%). Urban respondents identified government more than rural (47.8% > 38.8%), while rural were higher in support of amateur athletics associations (32% > 24.9%). In terms of political affiliation, members of all parties perceived high responsibility in terms of government organization and support of youth sports (NDP, 52.8%; Liberal, 46.9%; Independent, 45.3%; Social Credit, 44.3% and PC, 41.6%). In political affiliation amateur athletics associations responsibility was consistently in the vicinity of 20 to 30% and school responsibility in the vicinity of 12 to 16%. There was no significant difference on sex or economic level. In other subgroup categories where significant difference existed we find white collar workers and skilled labourers slightly more supportive of cooperative responsibility in organizing and funding youth sports (11% > 7%) and union workers slightly higher in support of government involvement (49% > 43%).

## WHO SHOULD ORGANIZE & PAY - YOUTH SPORTS



National/International Athletic Competition

Q. 3 Here is a list of basic industries or institutions of Canada. Some people think that -

1. Some of these industries or institutions should be owned and operated by the Government;
2. Others feel that they should be owned and operated by private companies;
3. Still others feel that they should be owned and operated by private companies under Government supervision; and
4. Another group feels that there is place for both Government and private companies in some of these industries.

UNDER WHICH SYSTEM DO YOU THINK EACH OF THESE INDUSTRIES SHOULD OPERATE? (ONE NUMBER CIRCLED OPPOSITE EACH OF THE INDUSTRIES/INSTITUTIONS)

(a) National or International Athletic Competitions - e.g., Olympics

(b) Professional Athletic Teams

Respondents were asked to react to the questions above in order to assess Canadian attitude, responsibility and right in terms of ownership and operation of athletic teams involved in national and international competition such as the Olympics and also professional athletic teams. Respondents were provided with the choices (1) Government, (2) Private Companies, (3) Private Under Government, (4) Both Government and Private or (5) Don't Know. This data was controlled for region, province, sex and age and also allows subgroup analysis for occupation, employment status, union affiliation, political party, sex, economic level and demography.

A. 3 (a) UNDER WHICH SYSTEM DO YOU THINK EACH OF THESE INDUSTRIES SHOULD OPERATE?

Overall

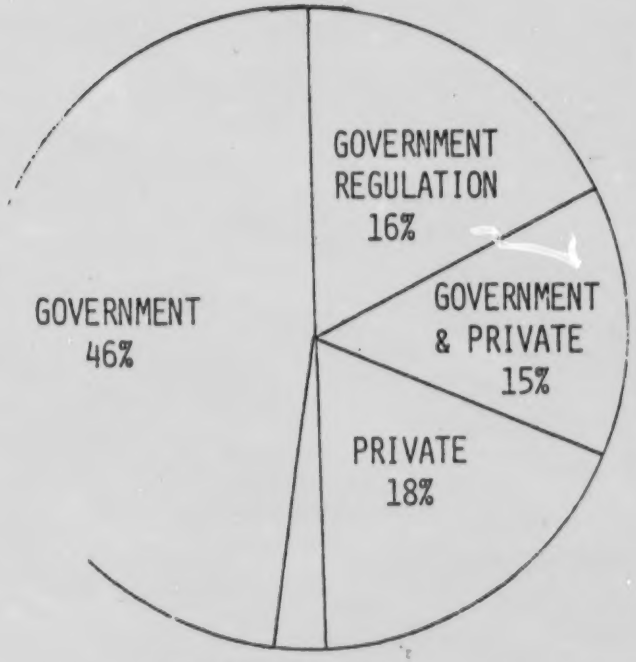
National or International Athletic Competitions - e.g. Olympics

A plurality (46.4%) of Canadians feel that the responsibility and right in terms of ownership and operation of national and international teams for athletic competition is the responsibility of the government. Only 18.6% of the respondents selected private companies; 16.6% selected private under government; 14.5% perceived this as a shared responsibility of government and private and 3.8% had no opinion.

5 Regions and 10 Provinces

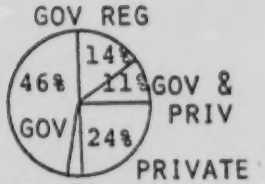
On a regional basis, British Columbia was highest in selection of government (50.2%), followed by Quebec, 48.3%; Ontario, 47.3%; Maritimes, 46.3%, with the Prairies lowest in selection of government, 39.2%. The Prairies, on the other hand, were highest in their selection of private companies (23.7%), followed by the Maritimes, 23.5%; Ontario, 19.3%; British Columbia, 17.4%; and Quebec, 13.1%. British Columbia, which was strongest in its selection of government, was lowest in its selection of government regulation (13.2%). This position was substantially the same in the Prairies, 13.9%; Ontario, 14.3%; and the Maritimes, 14.5%. Quebec, on the other hand, showed 23.5% of the respondents selecting government regulation. The support for joint government and private responsibility in the area of national and international competition was highest in the Prairies, 18.3%, with a general dropoff in the rest of the regions (BC, 15.5%; Ontario, 15.3%; Quebec, 12%; and Maritimes, 11%).

## OWNERSHIP & OPERATION OF NATIONAL/ INTERNATIONAL ATHLETICS

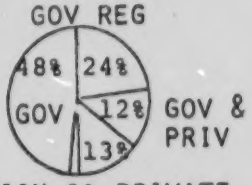



CANADA

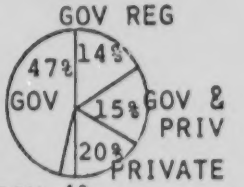
1. MARITIMES



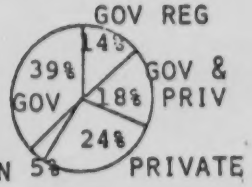

2. QUEBEC



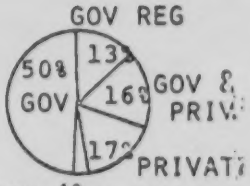

3. ONTARIO




4. PRAIRIES




5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

A. 3 (a) (cont'd)

On a provincial basis, a plurality of the respondents in all of the provinces supported government ownership and operation and over 45% in 6 of the 10 provinces supported this position (PEI, 60.7%; BC, 50.2%; Newfoundland, 50%; Quebec, 48.3%; Ontario, 47.3%; and Nova Scotia, 45.5%). The Prairie provinces were lowest in their support of government ownership and operation (Saskatchewan, 36.4%; Alberta, 38.2%; and Manitoba, 43.4%). Selection of private companies for ownership and operation of national and international teams was strongest in the Maritimes and Prairies (PEI, 32.1%; New Brunswick, 26.1%; Newfoundland, 21.6% and Nova Scotia, 21.5% in the Maritimes;and Manitoba, 26.8%, Saskatchewan, 24.4% and Alberta, 21.5% in the Prairies). Weakest support for private ownership and operation of national and international competition was found in Quebec (13.1%), British Columbia (17.4%) and Ontario (19.3%). Quebec was strongest in support of government regulation (23.5%), while Prince Edward Island was lowest in the country and in the Maritimes (7.1%) and Nova Scotia was highest in the Maritimes (17.3%). The remaining provinces were in the vicinity of 12 to 15% in support of government regulation (Saskatchewan, 12%; New Brunswick, 12.1%; British Columbia, 13.2%; Manitoba, 13.6%; Ontario, 14.3% and Newfoundland, 14.7%). In terms of joint government and private ownership and operation, Alberta was highest in support (22.8%) and Prince Edward Island lowest (0%). As a group the Maritimes were lowest in joint support (Newfoundland, 9.8%; New Brunswick, 10.2% and Nova Scotia, 14.1%) with the remaining provinces also relatively low in support (Quebec, 12%; Manitoba, 13.2%; Ontario, 15.3%, BC, 15.5%; and Saskatchewan, 15.7%).

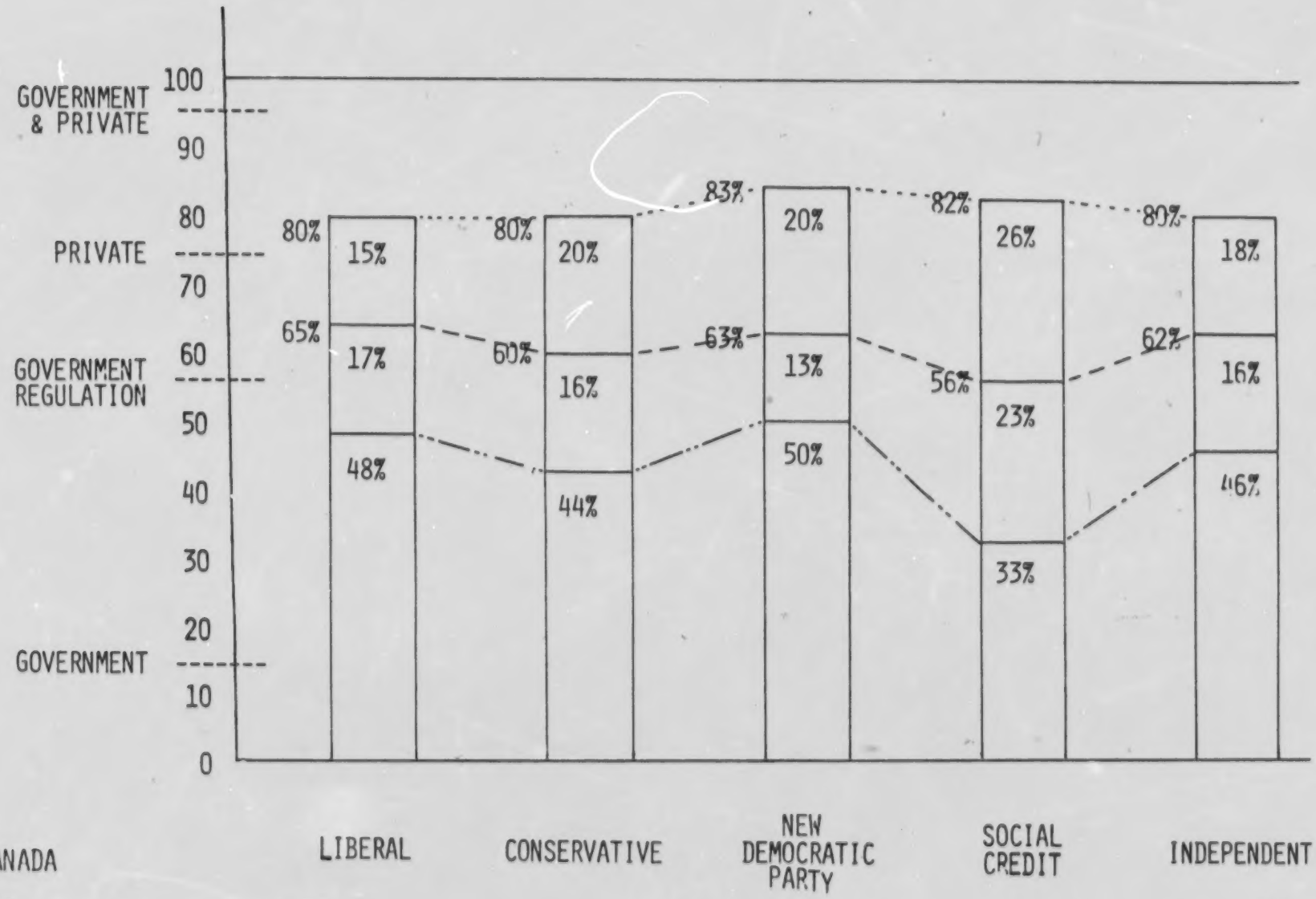
A. 3 (a) (cont'd)

It is interesting to note that Saskatchewan with 11.5% and New Brunswick with 10.2% in responding 'no opinion' were relatively high in ambivalence or indifference. The range in the remaining provinces on 'no opinion' was from 0% to 3.9%.

Subgroups

In terms of subgroup analysis, significant difference on this question was identified on all subcategories with the exception of sex, economic level and union affiliation. Perhaps the most striking significant difference is to be found in political party affiliation. The NDP was highest in support of government ownership and operation (49.7%), followed closely by the Liberals (48.7%), Independents (46.2%) and Progressive Conservatives (43.9%). Social Credit were lowest in support of government ownership and operation (33.3%). Private ownership and operation was most strongly supported by the Social Credit (28.4%),followed by the NDP (20.1%), Progressive Conservative (19.6%), Independents (18.4%) and last the Liberals (16%). The Social Credit respondents were also highest in support of government regulation (23.3%), followed by the Liberals (18.5%). The NDP was lowest in support of government regulation (13.4%) followed closely by Independents (15.5%) and Progressive Conservatives (16.4%). Joint government and private ownership and operation in national and international competition was the lowest supported of the four alternatives (Independents, 12.3%; Social Credit, 12.9%; NDP, 13.1%; Liberals, 14.9%; and Progressive Conservatives, 16.9%).

WHO SHOULD OWN & OPERATE NATIONAL/INTERNATIONAL ATHLETICS



A. 3 (a) (cont'd)

Looking at occupations, as we go from white collar workers to skilled labourers to unskilled labourers to others we find a general decline in support for government ownership and operation (48.5% > 40.9%); and increase in support for private ownership (17.6% < 19.6); or government regulation (15.1% < 19.6%). White collar workers support joint government and private ownership and operation much more so than labourers - skilled or unskilled - (16% > 12.6% and 12.2%, respectively). In terms of occupation, currently employed and unemployed are higher in their support of government ownership and operation (48.8% and 50.4%, respectively) than are housewives and retired (42% and 39.2%, respectively). On the other hand, housewives and retired (19% and 22%) are much more optimistic on government regulation than current employed or unemployed (15.1% and 15.8%, respectively). Retired are strongest in their support of private ownership and operation (23.6%) as compared with housewives (19.2%), current employed (18.3%) or current unemployed (14.7%).

In terms of age, support of government ownership and operation falls off appreciably as we observe from youngest to oldest (18-21 age group, 54%; 22-29 age group, 48.7%; 30-39 age group, 44.9%; 40-49, 48.4%; 50-59, 44.6%; and over-60, 37.7%). The opposite is true in terms of private ownership and operation (18-21, 14.1% < over-60, 23%). Similarly, there is an increase in support for government regulation with age (18-21 age group, 13.8% < 50-59 age group, 19.8%). Optimism for joint government and private cooperation declines with age (18-21, 15.8% > over-60, 13.2%).

A. 3 (a) (cont'd)

In terms of demography, urban dwellers see national and international athletic competition as a government responsibility (48.5% > 40%); whereas rural respondents perceive it as an area for private companies (21.7% > 17.6%) or government regulation (19% > 15.9%).

Although there was not a significant difference on economic level ($p<.03$) there was a trend in this direction showing that high and medium high socio-economic groups see national and international competition as government right and responsibility (51.4% and 47.3% > 45.5% and 42.1%); whereas low and medium low economic levels see this as an area for private company initiative (20.2% and 18.7% > 18% and 18.1%).

## Professional Athletic Teams

A. 3 (b) UNDER WHICH SYSTEM DO YOU THINK PROFESSIONAL ATHLETI TEAMS SHOULD OPERATE?
1. Government 2. Private Companies 3. Private under Government regulations
4. Joint Government and Private 5. No Opinion

### Overall

Professional Athletic Teams

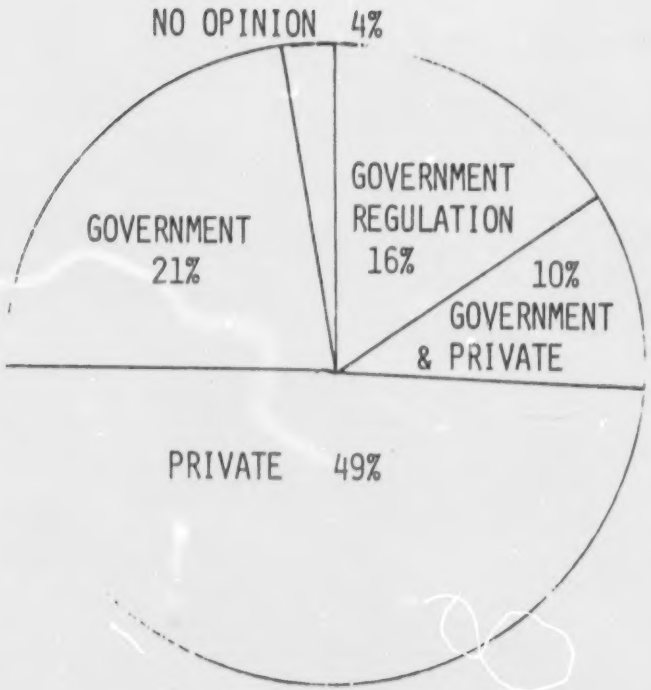
A plurality (48.6%) of Canadians feel that professional athletics should be owned and operated by private industry. Government ownership and operation followed a distant second (20.8%), followed by government regulation (16.4%), and joint government and private ownership and operation (9.9%). Only 4.3% of the respondents had no opinion on this question.

### 5 Regions and 10 Provinces

All regions had a majority favouring private companies owning and operating professional athletics, with the exception of Quebec (30.6%). Ontario was highest in support of private company ownership and operation (57.9%), followed by the Prairies (53.4%), British Columbia (53.2%), and the Maritimes (51.8%). In Quebec support for government ownership was substantially split with 27.6% favouring government ownership and 27.5% favouring government regulation. In all other regions government ownership exceeded government regulation (BC, 20.3% > 12.7%; Ontario, 19.1% > 10.8%; Maritimes, 18.9% > 13.5% and Prairies, 14.9% > 14%). Support for joint government and private ownership and operation was afforded by 9 to 12% of the people across the country (Prairies, 12.8%; Maritimes, 10.5%; Quebec, 9.4%; Ontario and British Columbia, 9%).

In terms of provincial analysis, 7 of the 10 provinces had a majority favouring private ownership and operation. Manitoba was highest (64.9%), followed by Ontario, 57.9%; PEI, 57.1%; Newfoundland, 53.9%; BC, 53.2%; Nova Scotia, 52.4% and Saskatchewan, 51.2%. Quebec, although it had a plurality favouring private ownership, was lowest in support of this sponsor (30.6%),

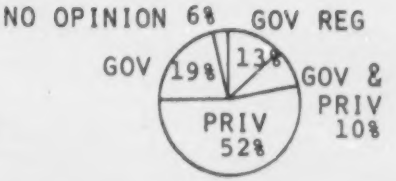
## OWNERSHIP & OPERATION OF PROFESSIONAL ATHLETIC TEAMS



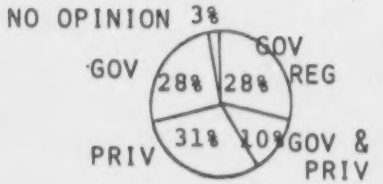

CANADA



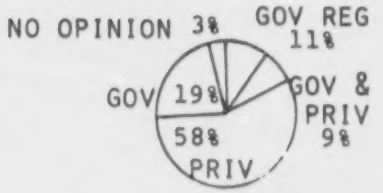
1. MARITIMES



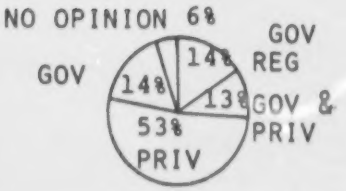

2. QUEBEC



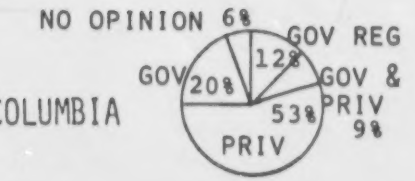

3. ONTARIO




4. PRAIRIES




5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

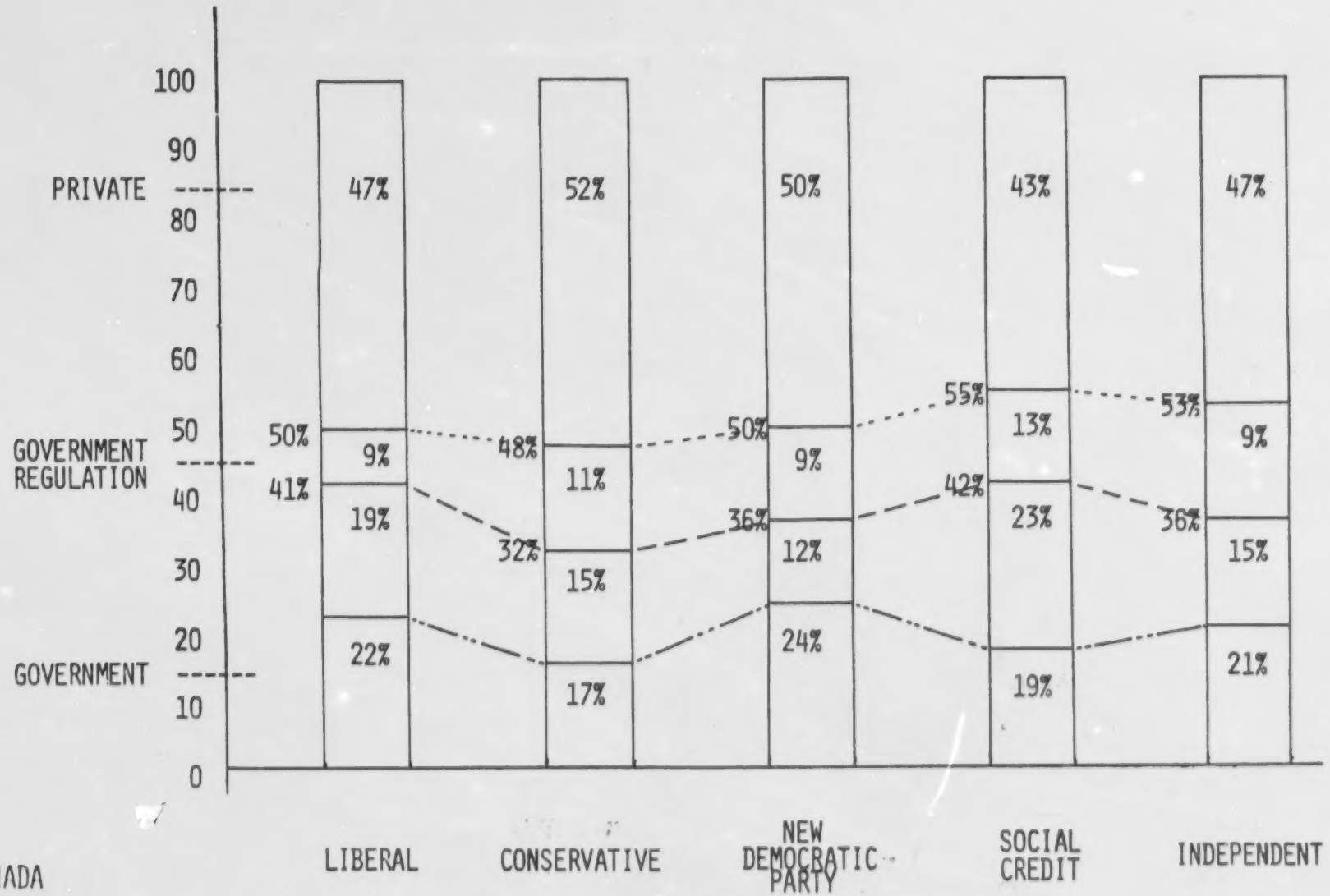
A. 3 (b) (cont'd)

with Alberta and New Brunswick showing pluralities approaching a simple majority (Alberta, 47.9% and New Brunswick, 48.4%). Alberta was the only province which showed a larger percentage favouring government regulation as opposed to government ownership and operation (19% > 13.3%). As indicated above, Quebec was substantially split with 27.6% favouring government ownership and 27.5% favouring government regulation. Similar division of support existed in New Brunswick, with 14.6% favouring government ownership and 12.7% favouring government regulation. Prince Edward Island was highest in support of government ownership and operation (35.7%) as compared with government regulation (7.1%), followed by British Columbia, 20.3% > 12.7%; Newfoundland,19.6% > 12.7%; Nova Scotia, 19.4% > 15.7%; Ontario, 19.1% > 10.8%; Saskatchewan, 18% > 10.1%; and Manitoba, 14.5% > 9.2%. Alberta was strongest in support of joint government and private ownership and operation (16.9%); Prince Edward Island lowest (0%), with the remaining provinces showing 8 to 12% support. The percentage of 'no opinion' responses was high for New Brunswick (11.5%) and Saskatchewan (10.6%); approximately 5% for Newfoundland, Quebec and British Columbia, with the remaining provinces recording 1 to 3%.

Subgroup

All subgroup analysis, with the exception of economic level, showed significant difference. All political parties showed a plurality or majority in favour of private ownership and operation of professional athletics (Progressive Conservatives, 52.4%; NDP, 50.3%; Liberals and Independents, 47%, and Social Credit, 43.1%). Only the Social Credit favoured government regulation (23.1%) over government ownership and operation (18.7%).

WHO SHOULD OWN & OPERATE PROFESSIONAL ATHLETIC TEAMS



A. 3 (b) (cont'd)

All other parties showed a preference of government ownership over government regulation (NDP, 24.3% > 12%; Liberals, 22% > 19.2%; Independents, 21.1% > 15.5%; and Progressive Conservatives, 17.7% > 15.4%). Social Credit (12.9%) and Progressive Conservatives (11.1%) showed the highest support for joint government and private ownership and operation, whereas the other parties were in the vicinity of 9%.

In terms of occupation, as we go from white collar workers to skilled labourers to unskilled labourers, there was a general increase for government ownership and operation (20.3% < 23.6%) and/or government regulation (14.8% < 17.8%), but a general decline in support for private ownership and operation (52.2% > 44%). Housewives (45.4%) and retired (41.9%) were less supportive of private ownership and operation than were current employed (50.9%) and more supportive of government regulation (18% and 23.5% > 15.1%). Analysis of female and male respondents showed similar trends.

Analysis of the various age groups shows a decline in support for private ownership and operation (18-21 age group, 50.7% > over-60, 45.5%) and/or government control and operation (22-29 age group, 23.2% > over-60 age group, 18.1%) but an increase in support for government regulation (18-21 age group, 13.4% < 50-59 age group, 19.9%).

Urban dwellers support government control and operation (21.9%) more so than the rural respondents (17.5%).

TV Sport/Athletic Aggression

Q. 4. (a) There has been quite a bit of talk lately about aggressiveness of sports on T.V. Do you feel that aggressive athletic competition as shown on T.V. affects you or members of your family a great deal, somewhat, a little, or not at all?

1 a great deal 2 somewhat 3 a little 4 not at all 5 no opinion

IF ANSWERED "A GREAT DEAL" OR "SOME", ASK:)

(b) Do you think this makes people more aggressive or less aggressive in their own sports activities?

1 more 2 less 3 no change 4 no opinion 5 no reply

(c) Do you think that something should be done about aggressiveness in sports on T.V.?

1 yes 2 no 3 no opinion

(d) Who do you think should be responsible for regulating the aggressiveness in sports on T.V.: government, T.V. networks or athletic organizations?

1 government 2 T.V. networks 3 athletic organizations 4 no opinion 5 all three 6 government and T.V. networks 7 government and athletic organizations 8 T.V. networks and athletic organizations 9 should not be regulated 10 others -parents, etc.

A. 4. (a) DO YOU FEEL THAT AGGRESSIVE ATHLETIC COMPETITION AS SHOWN ON T.V. AFFECTS YOU OR MEMBERS OF YOUR FAMILY A GREAT DEAL, SOMEWHAT, A LITTLE OR NOT AT ALL?

Overall

The majority of respondents (55.8%) felt that aggressive athletic competition as shown on T.V. affected family members not at all (38.4%) or only a little bit (17.4%), as compared with 41.8% who felt that it affected family members somewhat (25.5%) or a great deal (16.3%).

5 Regions and 10 Provinces

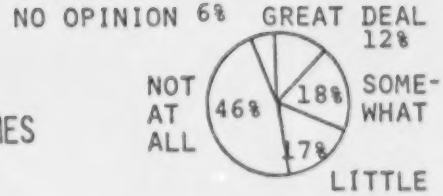
Ironically, analysis on a regional basis showed Ontario, where the Royal Commission on Violence in the Communications Industry has been functioning for the past year, was highest (57.2%) in total response to 'not at all' (40.3%) or 'a little' (16.9%). The other four regions were substantially 5 points lower in response to these items (Maritimes, 45.8 'not at all' + 17.5 'a little' = 53.3%; Quebec, 36.1% + 17.7% = 53.8%; Prairies, 35.4% + 18.2% = 53.6% and British Columbia, 36% + 16.6% = 52.6%). Concern was highest in Quebec, with 21.7% responding 'a great deal' and 23.3% responding 'somewhat' for a total of 45%. The Maritimes were lowest with 12.5% responding 'a great deal' and 18.2% 'somewhat' for a total of 30.7%. Ontario had a total of 41.3% responding to these two choices (14.1% 'a great deal' and 27.2% 'somewhat') with the Prairies recording 42.6% (13.4% and 29.2%) and British Columbia 44.4% (17.9% and 26.5%). The highest response of 'no opinion' was recorded in the Maritimes (6.1%), whereas the response in the other four regions ranged from 1.1% to 3.7%.

## TV ATHLETIC AGGRESSION - FAMILY AFFECT

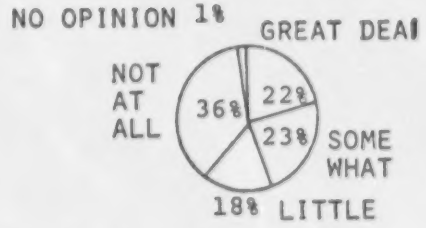
CANADA



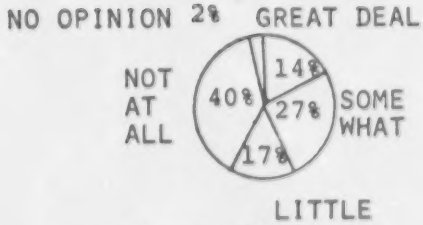
1. MARITIMES



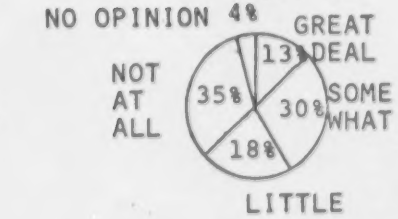

2. QUEBEC



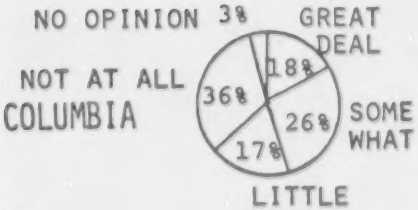

3. ONTARIO




4. PRAIRIES




5. BRITISH COLUMBIA

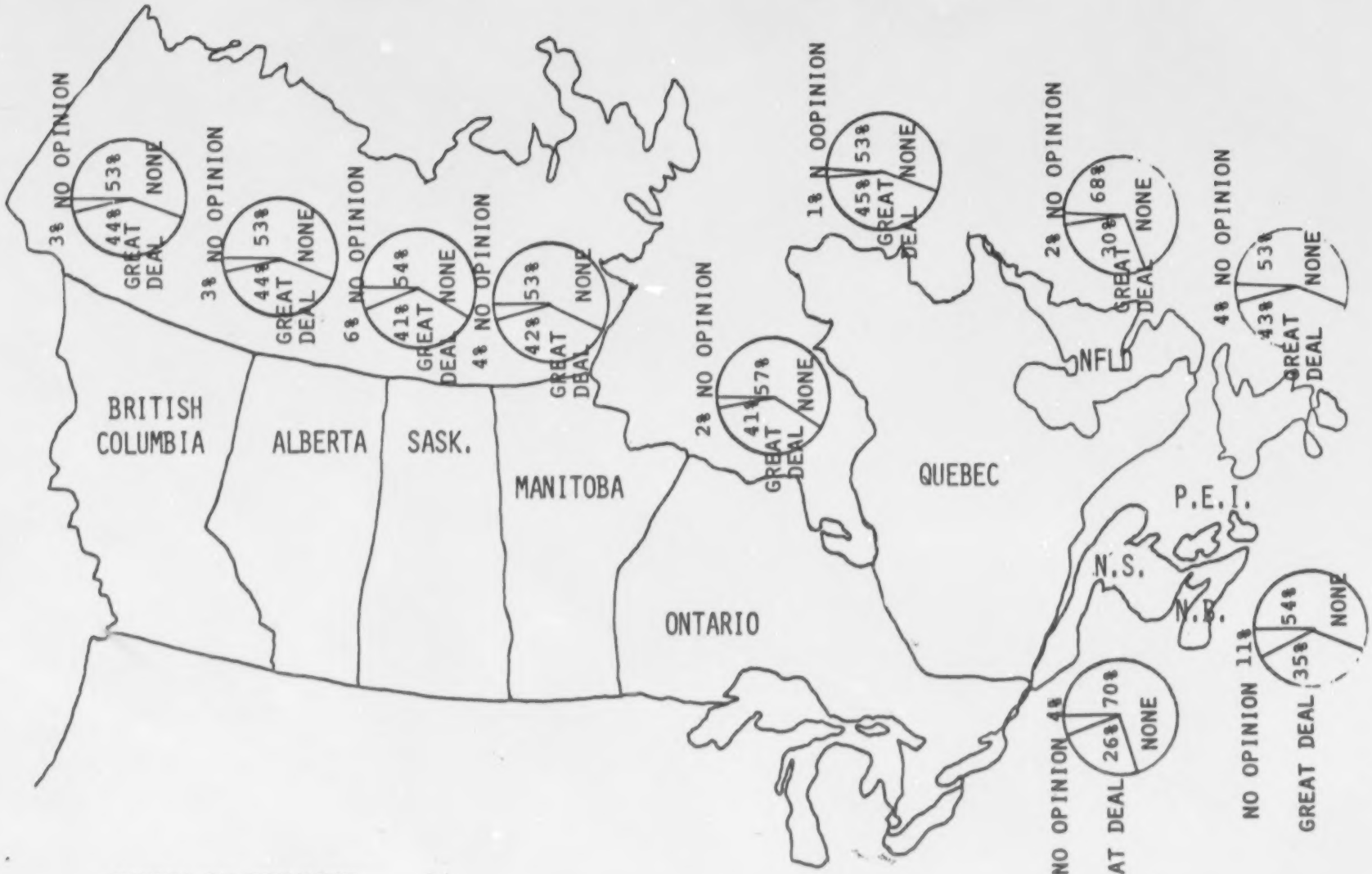



CANADA BY 5 REGIONS

A. 4 (a) (cont'd)

On a provincial basis, Nova Scotia showed the largest percentage of respondents indicating that T.V. athletic aggression did not affect their family at all (52.4%) and was also highest on a combined response for 'not at all' and 'a little' (17.3% = total 69.7%). Newfoundland recorded similar responses ('not at all' 48% + 'a little' 19.6% = 67.6%). Ontario respondents took a middle position on this issue (40.3% 'not at all' and 16.9% 'a little' = 57.2%). All of the other provinces had approximately 53% of the respondents indicating one of these two choices (PEI, 'not at all' 42.9% + 'a little' 10.7% = 53.6%; New Brunswick, 36.3% + 17.2% = 53.5%; Quebec, 36.1% + 17.7% = 53.8%; Manitoba, 34.2% + 19.7% = 53%; Saskatchewan, 35% + 18.9% = 53.9%; Alberta, 36.4% + 16.9% = 53.3%; British Columbia, 36% + 16.6% = 52.6%). In terms of concern for the effect of T.V. athletic aggression, Quebec scored highest 45% (21.7% 'a great deal' + 23.3% 'somewhat'). Of the 10 provinces, 7 were in the 40-45% response on these items (BC, 17.9% 'a great deal' + 26.5% 'somewhat' = 44.4%; Alberta, 15.4% + 28.5% = 43.9%; Saskatchewan, 10.6% + 30% = 40.6%; Manitoba, 12.7% + 29.8% = 42.5%; Ontario, 14.1% + 27.2% = 41.3%; and Prince Edward Island, 21.4% + 21.4% = 42.8%). Nova Scotia scored lowest on these responses with 11% responding 'a great deal' and 15.2% 'somewhat' for a total of 26.2%. Newfoundland (8.8% + 20.6% = 29.4%) and New Brunswick (15.9% + 19.1% = 35%) were at the same end of the spectrum.

TV ATHLETIC AGGRESSION - FAMILY AFFECT



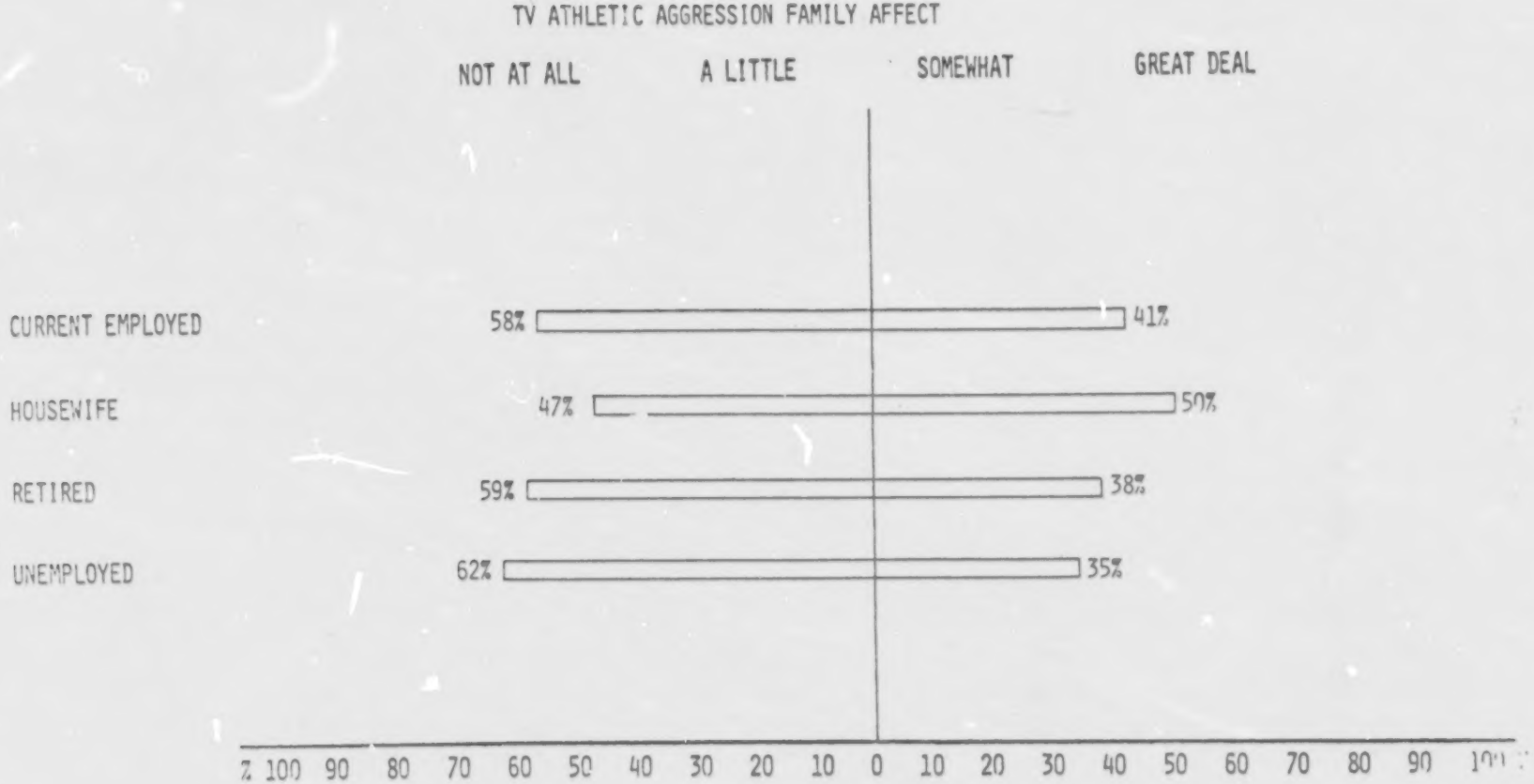

CANADA BY PROVINCE

A. 4 (a) (cont'd)

Subgroups

Analysis showed significant difference on all categories except political party and economic level. In terms of occupation, skilled and unskilled labourers perceived themselves as more impervious to the effect of T.V. athletic aggression than did white collar workers (skilled labourers 'not at all' 43.1% and 'a little' 15.9% = 59%; unskilled labourers 'not at all' 41.7% and 'somewhat' 17.8% = 59% > white collar workers 'not at all' 35.8% + 18.4% = 54.2%). Similarly 45.5% of the white collar workers felt that family members were affected by aggression 'a great deal' or 'somewhat', as compared with 37.9% of the skilled labourers and 38% of the unskilled labourers. In terms of employment, housewives are much more concerned about the effect of T.V. than were currently employed, retired or unemployed (housewives, 20.7% 'a great deal' + 26.2% 'somewhat' = 46.9% > unemployed 14.5% + 20.9% = 35.4%; retired 16.3% + 22% = 38.3% or currently employed 14.4% + 26.3% = 40.7%). Similarly, while unemployed responded that athletic aggression on T.V. affected their family 'not at all' (42.4%) or 'a little' (19.5%) for a total of 61.9%, housewives were appreciably lower ('not at all' 34.1% + 'a little' 15.3% = 49.4%). Currently employed and retired showed 57.7% and 59.3%, respectively, indicating that T.V. athletic aggression affected their family 'not at all' or 'a little'.

Analysis of data on the basis of sex showed a similar trend with 60.9% of the men indicating little or no effect of T.V. aggression as compared with only 50.6% of the women. 48.5% of the women felt that T.V. athletic aggression affected their family 'a great deal' (18.6%) or 'somewhat' (27.9%) as compared with only 37.3% of the men ('a great deal' 14.1% + 'somewhat' 23.2%).



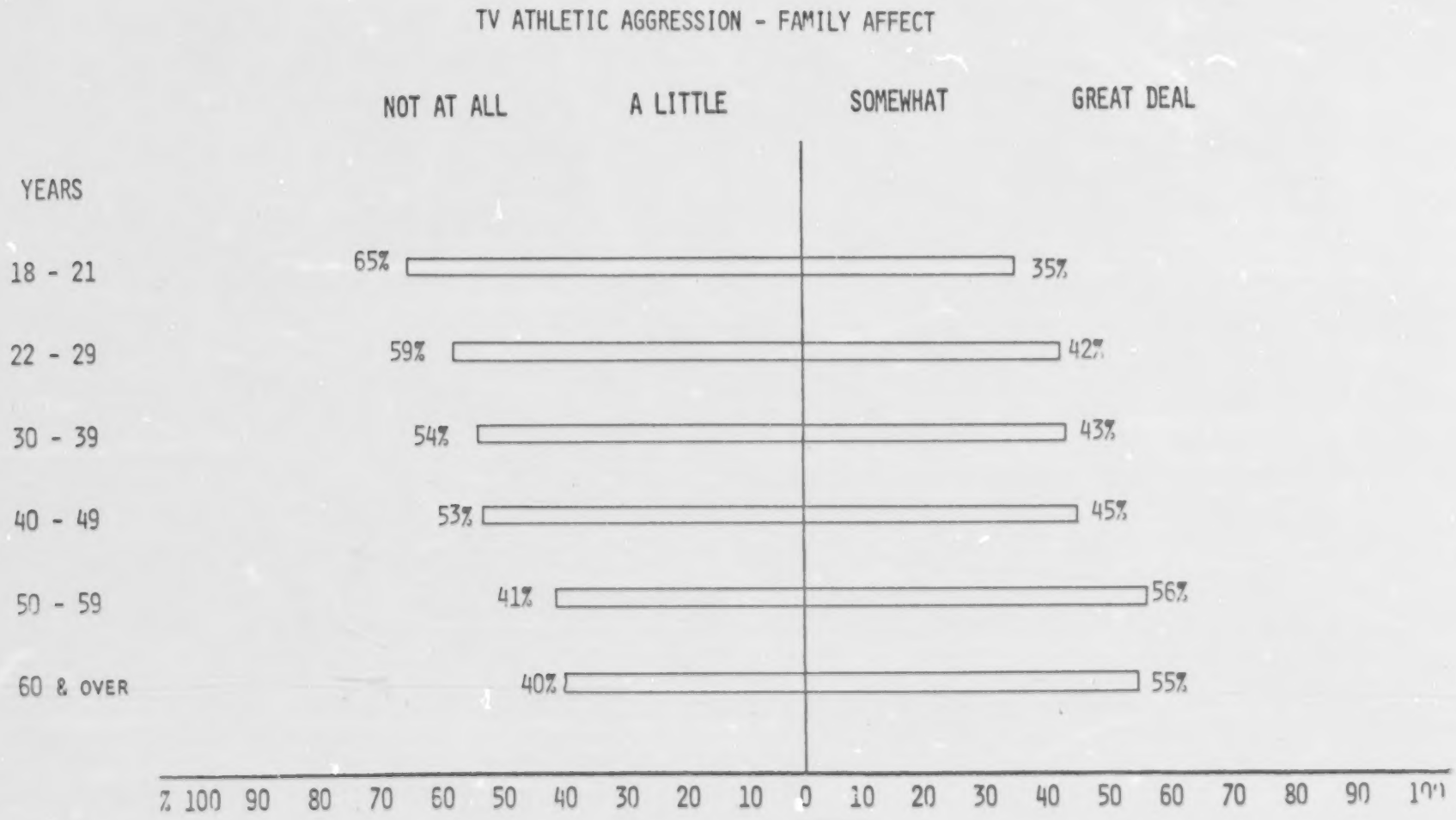



CANADA BY EMPLOYED

A. 4 (a) (cont'd)

Of age group analysis the majority feel that T.V. athletic aggression does not affect them at all or only a little bit; however, there was a general decline with age (18-21 age group, 'not at all' 45.8% + 'a little' 18.7% = 64.5%; 22-29 age group, 35.9% + 19.9% = 55.8%; 30-39 age group, 35.7% + 18.8% = 54.5%; 40-49 age group, 37.3% + 15.7% = 53%; 50-59 age group, 43% + 13.4% = 56.4% and over-60 age group, 39.3% + 15.4% = 54.7%). Similarly, in the 18-21 age group we find that only 11.6% feel that members of their family are affected by T.V. athletic aggression (11.6% 'a great deal' + 23% 'somewhat'), while in the 40-49 age group 45.4% responded 'a great deal' (18.7%) or 'somewhat' (26.7%).

Urban dwellers are slightly more convinced that there is little or no effect (56.5% > 53.5%) than the rural population.


TV ATHLETIC AGGRESSION - FAMILY AFFECT
NOT AT ALL
A LITTLE
SOMEWHAT
GREAT DEAL
YEARS
18 - 21
22 - 29
30 - 39
40 - 49
50 - 59
60 & OVER
65%
35%
59%
42%
54%
43%
53%
45%
41%
56%
40%
55%
% 100 90 80 70 60 50 40 30 20 10 0 10 20 30 40 50 60 70 80 90 100
CANADA BY AGE

A. 4 (b) IF ANSWERED "A GREAT DEAL" OR "SOME" ASK:
DO YOU THINK THIS MAKES PEOPLE MORE AGGRESSIVE OR LESS AGGRESSIVE IN THEIR OWN SPORTS ACTIVITIES?
1 more 2 less 3 no change 4 no opinion 5 no reply

Overall

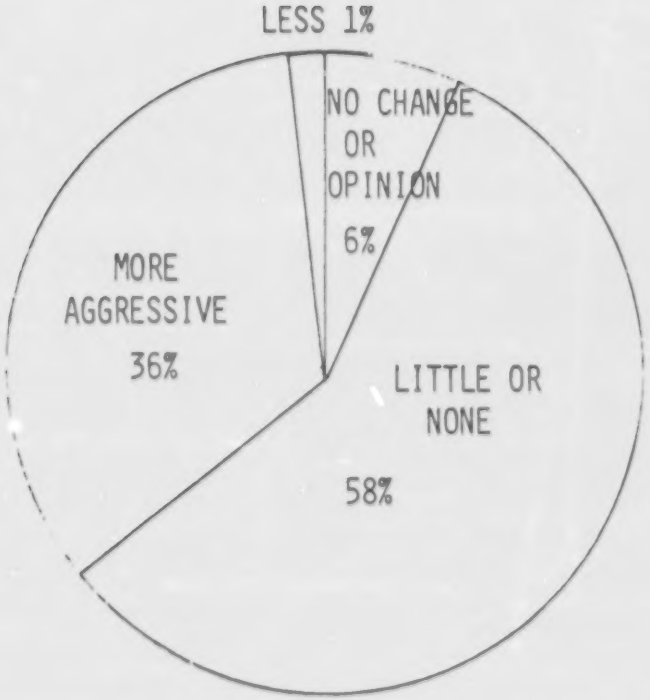
Of those who felt that T.V. athletic aggression had an effect upon their families, 84.9% felt that it made families more aggressive; while only 3% felt that it made them less aggressive and 9.2% felt that there was no change.

5 Regions and 10 Provinces

Quebec scored highest in conviction that T.V. athletic aggression made family members more aggressive (90.2%) but this position was also strongly supported in the other regions (Prairies, 84.6%; British Columbia, 83.2%; Ontario, 83.1% and Maritimes, 75.2%). The Maritimes were strongest in support for T.V. athletic aggression making people less aggressive (4.2%) followed by Ontario, 3.3%; BC, 2.9%; and the Prairies, 2.4%. The Maritimes similarly were highest in feeling that no change resulted in family behaviour as a result of T.V. athletic aggression (13.6%) followed by Ontario, 10.7%; BC, 9.7%; Prairies, 8.4% and Quebec, 6.5%.

In terms of provincial subgroup analysis, Prince Edward Island (91.7%) and Quebec (90.2%) were highest in indicating that T.V. athletic competition makes family members more aggressive. New Brunswick, 67.3%; Newfoundland, 70% and Saskatchewan, 76.1% were lowest in percentage response on this choice. The five remaining provinces showed 83 to 88% of the respondents indicating that family members became more aggressive (Ontario, 83.1%; BC, 83.2%; Nova Scotia, 84%; Manitoba, 85.6%; and Alberta, 88.3%). Prince Edward Island (8.3%) and Newfoundland (6.7%) were highest in indicating that T.V. athletic competition made family members less aggressive, while the remainder of the provinces were in the 1 to 3% region in response to this choice.

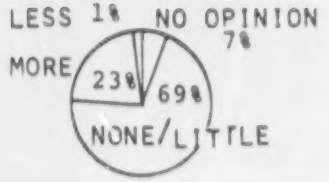
TV ATHLETIC AGGRESSION AFFECT =



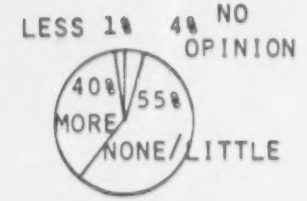

CANADA



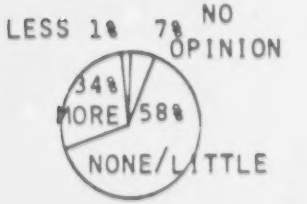
1. MARITIMES



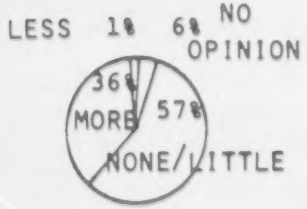

2. QUEBEC



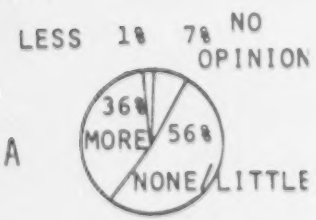

3. ONTARIO




4. PRAIRIES




5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

TV ATHLETIC AGGRESSION AFFECT = MORE? LESS? NONE?

CANADA BY PROVINCE

A. 4 (b) (cont'd)

21.8% of the respondents in New Brunswick, 13.3% in Newfoundland, 12.5% in Saskatchewan, 11.3% in Manitoba, 10.7% in Ontario, 9.7% in British Columbia; 8% in Nova Scotia, 6.5% in Quebec, 4.7% in Alberta and 0% in PEI felt that T.V. athletic aggression resulted in no change in family behaviour.

Subgroups

The only significant difference in subgroup analysis on this item was on political party wherein a significantly higher percentage of Social Credit respondents indicated that T.V. athletic aggression made faculty members more aggressive (98.6% > 80.1% - 85.3% for the other parties); and were significantly lower in the percentage response indicating'no change' (1.4% < 8.4% - 11.6%).

Note: it should be reiterated that the majority of respondents (58.1%) felt that T.V. athletic aggression had little or no effect upon family members. The statistics above are based on those who indicated that it affected family members 'somewhat' or 'a great deal'.

A. 4 (c) DO YOU THINK SOMETHING SHOULD BE DONE ABOUT AGGRESSIVENESS IN SPORTS ON T.V.?

1 yes 2 no 3 no opinion

Overall

61.5% of the respondents felt that something should be done about T.V. aggression, while 26.2% responded 'no', and 12.3% had 'no opinion'.

5 Regions and 10 Provinces

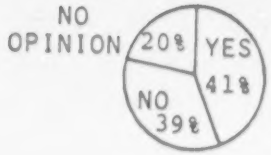
Quebec was strongest in conviction that there should be action (76.3%). Three of the other four regions showed a majority responding 'yes' (Prairies, 63.1%; BC, 59.9% and Ontario, 55.4%), while only one region lacked a simple majority on this issue, and even here there was a plurality of 40.8% in the Maritimes. A substantially equal number in the Maritimes (39.2%) responded 'no' to this issue, while 20.1% had 'no opinion'. Quebec was lowest in opposition to action or no opinion (14.2% and 9.4%, respectively). In Ontario 33.3% responded 'no' and 11.4% had 'no opinion'. In the Prairies and British Columbia approximately 24% responded 'no' and the remainder had 'no opinion'.

On a provincial basis, 7 of the 10 provinces showed the majority indicating that 'yes' something should be done about T.V. athletic aggression. Quebec was strongest in this position (76.3%), followed by Manitoba, 70.2%, Alberta, 63.1%; BC, 59.9%; Saskatchewan, 55.8%; Ontario, 55.4% and PEI, 53.6%. Two of the remaining 3 provinces showed a plurality favouring action with Nova Scotia, 43.5% and New Brunswick, 40.8%, while only one province showed a majority opposing action (Newfoundland, 46.1% 'no' > 34.3% 'yes'). Quebec was lowest in percentage indicating no action (14.2%). Three provinces showed 30% or more opposed to action (New Brunswick, 38.2%; Nova Scotia, 37.2% and Ontario, 33.3%), while the remainder showed 20 or more percent opposed to action

SHOULD SOMETHING BE DONE ABOUT TV ATHLETIC AGGRESSION

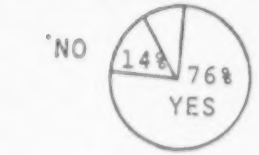
CANADA

1. MARITIMES



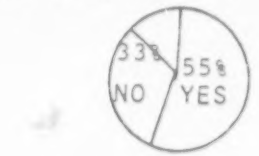

2. QUEBEC

NO OPINION 9%




3. ONTARIO

NO OPINION 12%

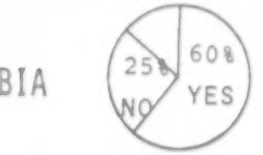



4. PRAIRIES

NO OPINION 13%

5. BRITISH COLUMBIA

NO OPINION 15%




CANADA BY 5 REGIONS

SHOULD SOMETHING BE DONE ABOUT TV ATHLETIC AGGRESSION

BRITISH COLUMBIA
ALBERTA
SASK.
MANITOBA
ONTARIO
QUEBEC
NFLD
P.E.I.
N.S.
N.B.
NO OPINION 15% NO 25% YES 60%
11% NO OPINION NO 26% YES 63%
NO OPINION 20% NO 24% YES 56%
NO OPINION 9% NO 21% YES 70%
12% NO OPINION NO 33% YES 55%
10% NO OPINION NO 14% YES 76%
NO OPINION 20% NO 34% YES 46%
NO OPINION 22% NO 25% YES 53%
NO OPINION 19% NO 37% YES 44%
NO OPINION 21% NO 38% YES 41%

CANADA BY PROVINCE

A. 4 (c) (cont'd)

(Manitoba, 20.5%; Saskatchewan, 24.4%; BC, 24.8%; Alberta, 26.2%; ard PEI, 25%). 'No opinion' was highest in the Maritimes and Saskatchewan (19 - 21%) and lowest in Manitoba, Quebec, Alberta and Ontario ( 8 - 11%). 15% of those in British Columbia responded 'no opinion'.

Subgroups

Subgroup analysis showed significant difference in opinion in all categories with the exception of economic level, demography and union affiliation.

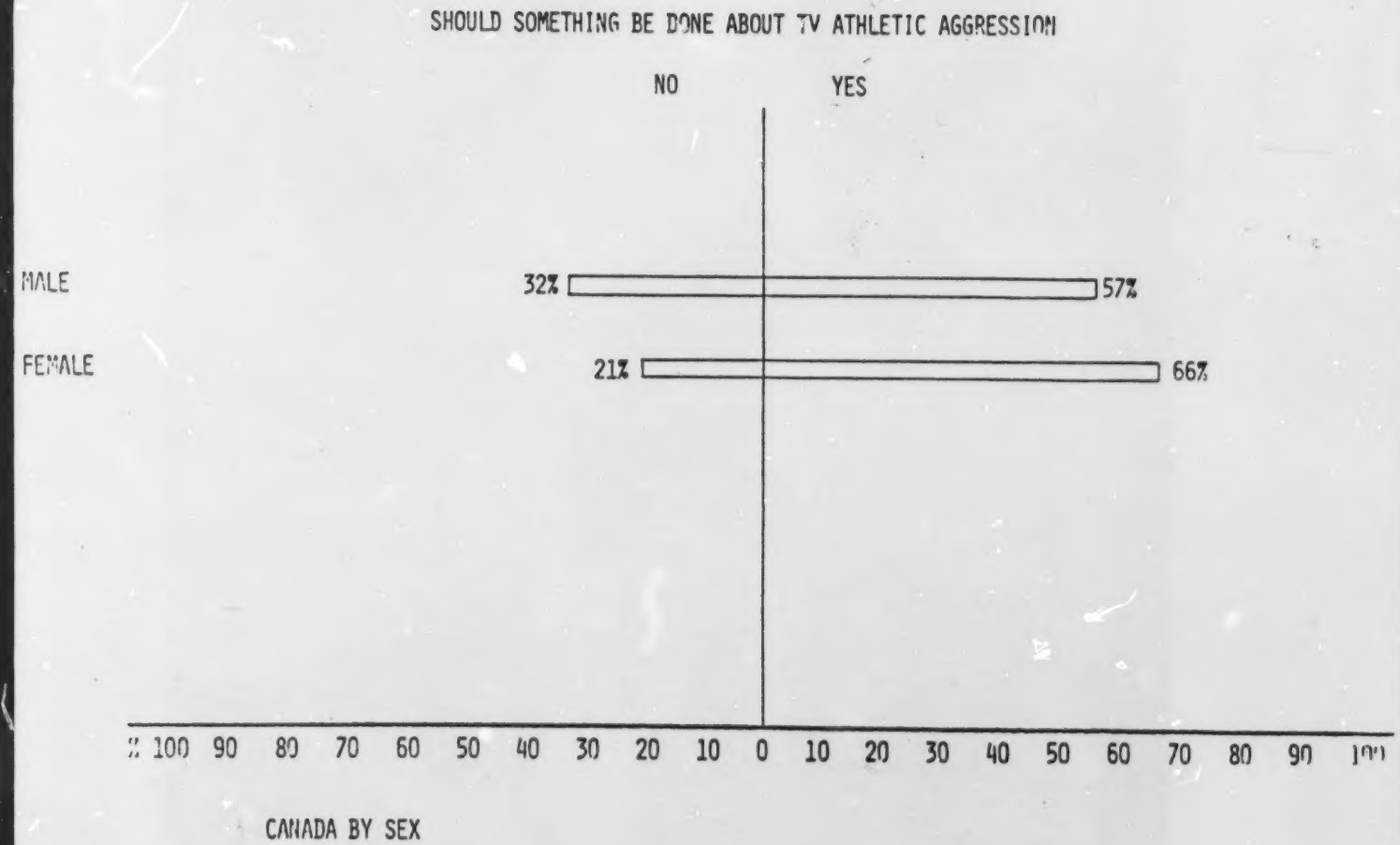
Demand for action was highest among housewives (68.7%) and retired (65.1%) and opposition strongest among the unemployed (33.3%) and currently employed (29.9%).

Women responded 66.4% 'yes' and 20.9% 'no', which was significantly higher than men, who responded 56.6% 'yes' and 31.5% 'no'.

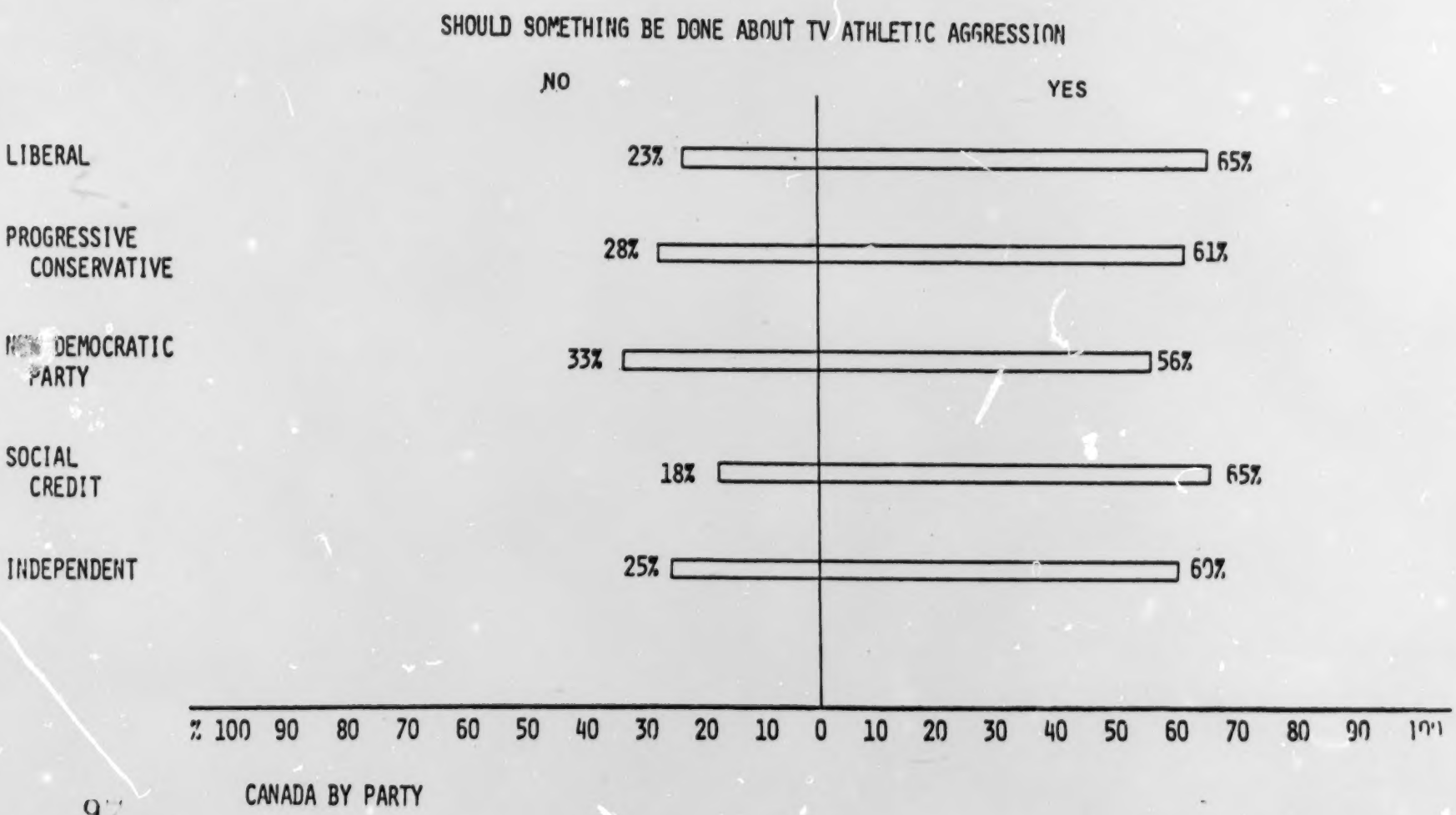
White collar workers wanted action more so than skilled and unskilled labour (63.9% > 56.7 and 57.8%).

In terms of political parties, all five parties showed a majority responding 'yes', with the Social Credit and Liberals strongest in their support (approximately 65%), followed by the Progressive Conservatives and NDP (approximately 60%) and the NDP (56%). NDP's were highest in opposition to action (32.6%) and Social Credit lowest (18.1%).

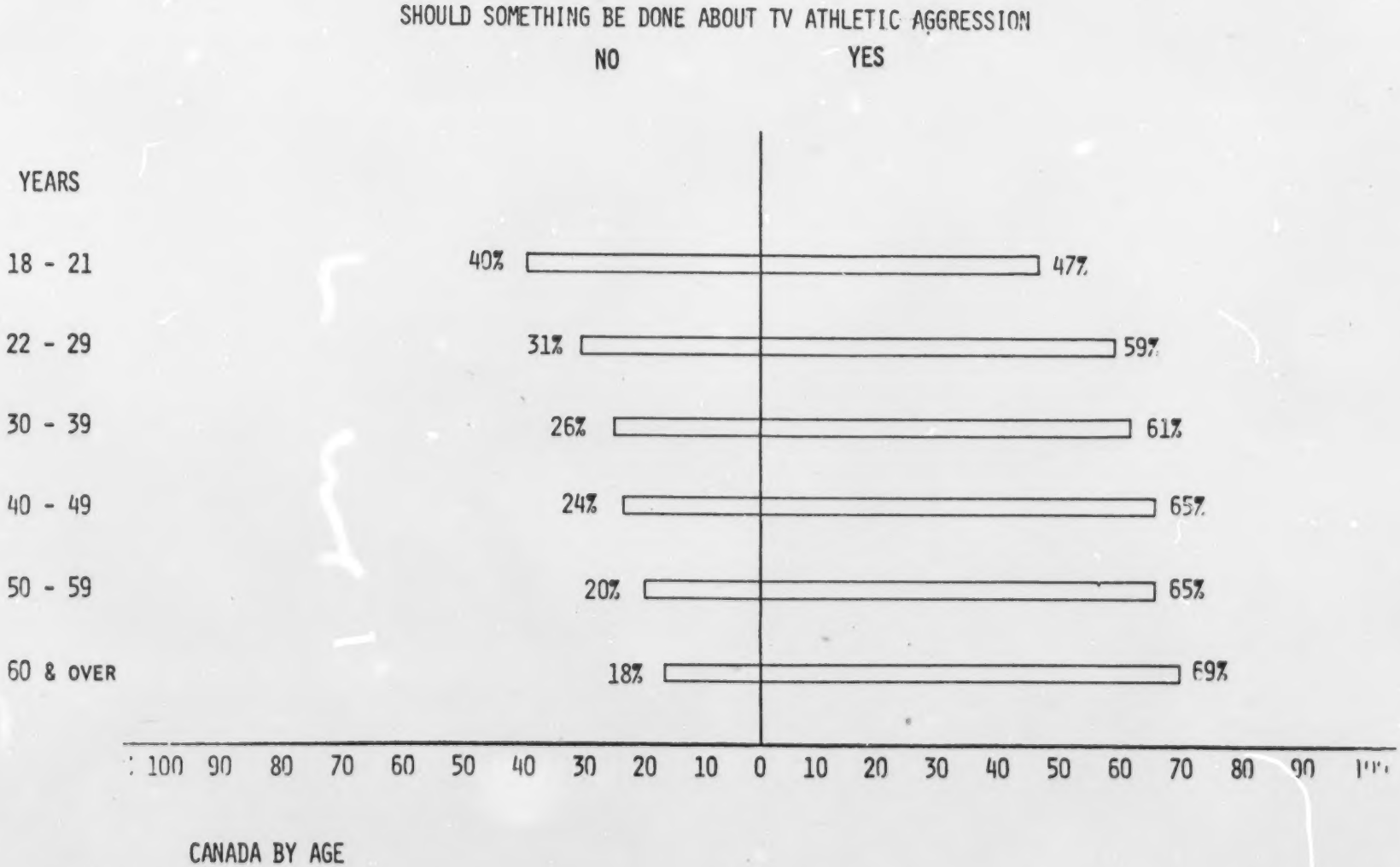
In terms of age group analysis, the youngest age groups are least inclined to something being done, the oldest most inclined (18-21 age group, 47.4% a plurality responding 'yes' and over-60 age group, 68.8%). Conversely, among the younger age groups there is substantial opposition (18-21 age group, 39.9% indicating 'no') as compared with the older age groups (over-60 age group, 17.7% responding 'no').




CANADA BY SEX




CANADA BY PARTY




CANADA BY AGE

A. 4 (d) WHO DO YOU THINK SHOULD BE RESPONSIBLE FOR REGULATING THE AGGRESSIVENESS IN SPORTS ON T.V.: GOVERNMENT, T.V. NETWORKS OR ATHLETIC ORGANIZATIONS?
1 government 2 T.V. networks 3 athletic organizations 4 no opinion
5 all three 6 government and T.V. networks 7 government and athletic organizations 8 T.V. networks and athletic organizations
9 should not be regulated 10 others - parents, etc.

Overall

In terms of responsibility for regulating aggressiveness in T.V. athletics the vast majority of respondents see the athletic organizations directly responsible (69.9%), with the government playing a secondary role (11.1%) and T.V. networks ranked third (9.5%). 6.4% expressed no opinion and the remaining respondents were substantially equally divided among the remaining alternatives.

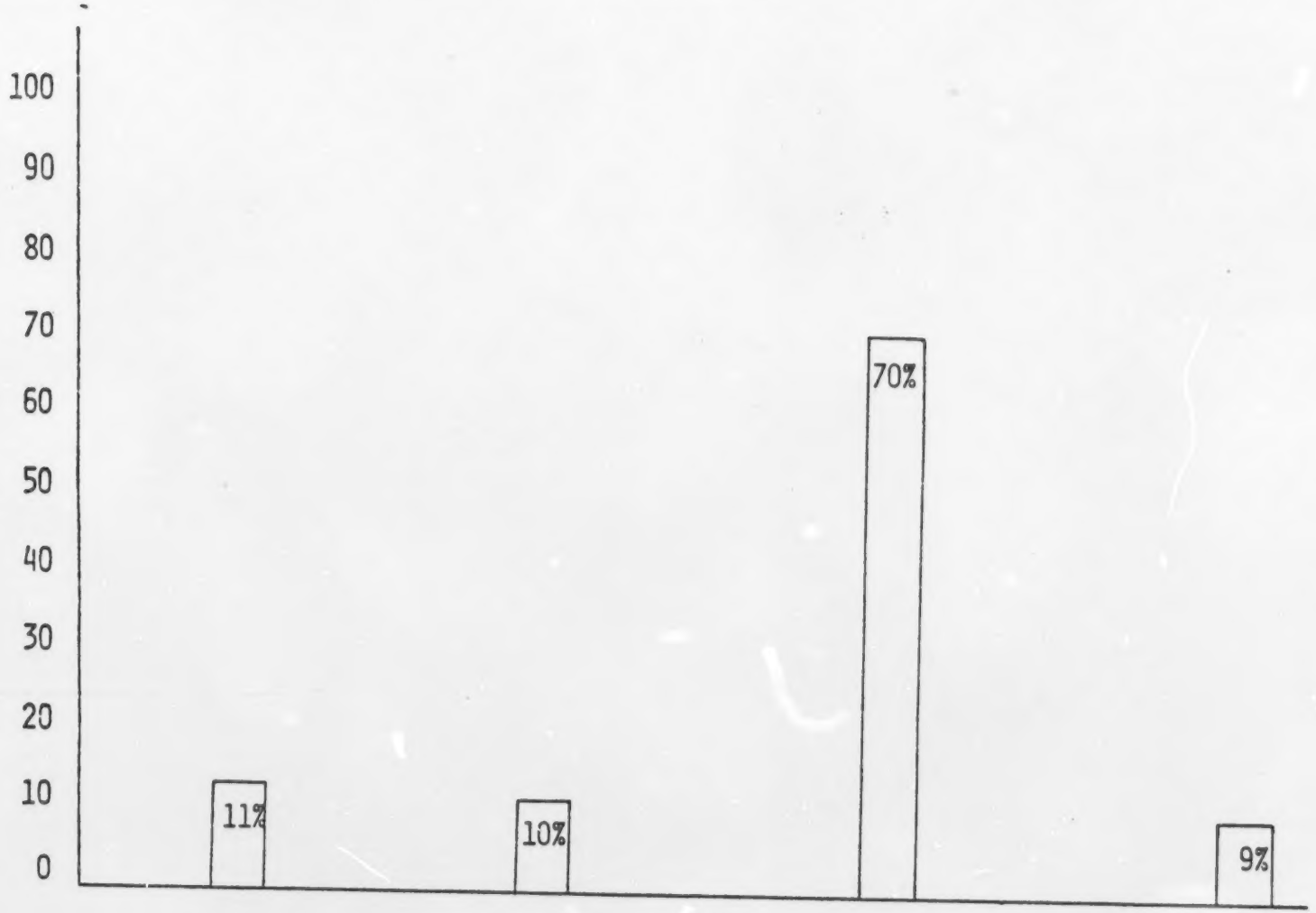
5 Regions and 10 Provinces

In terms of regional analysis, there was substantial agreement as to the responsibility of athletic organizations for regulating T.V. aggression (Prairies, 73.2%; BC, 72.9%; Quebec,69.9%; Ontario, 68.5%; and Maritimes, 66.1%) The role of the government showed more diversity of opinion with Quebec showing the highest percentage (15%) and the Maritimes and Prairies the lowest (8.3% and 8.5%, respectively). British Columbia showed 9.5% in favour of government regulation and Ontario 10.7%. There was similar disparity in the role of T.V. networks in regulating athletic aggression. In general, there was a decline in percentage response for T.V. network regulation as we do from east to west (Maritimes, 16.5%; Quebec, 10.1%; Ontario, 8.9%, BC, 8% and Prairies, 6.7%).

In terms of provincial analysis, all 10 provinces show a majority indicating that athletic organizations have responsibility for controlling T.V. sports aggression (Manitoba, 78.9%; Alberta, 75.4%; British Columbia, 72.9%; Quebec, 69.9%; New Brunswick, 68.8%; Ontario, 68.5%; Nova Scotia, 67.5%; Saskatchewan, 63.1%; Newfoundland, 62.7% and PEI, 57.1%). Prince Edward Island

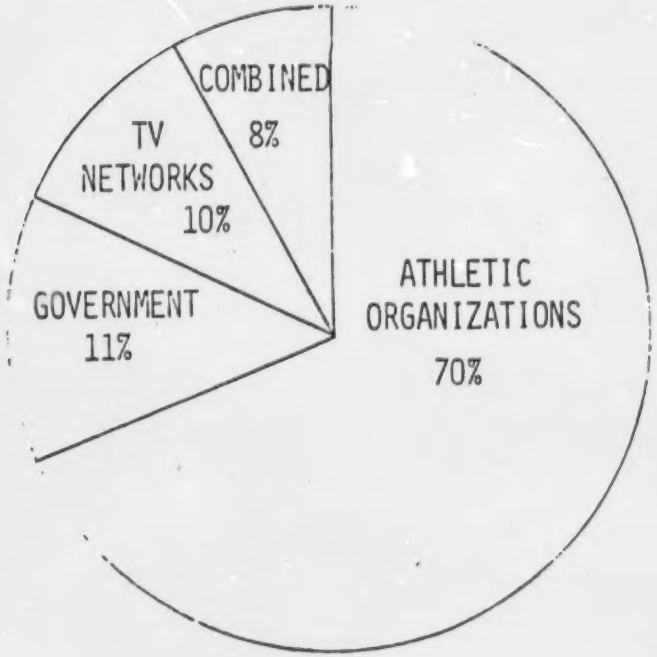
WHO IS RESPONSIBLE FOR CONTROL OF TV ATHLETIC AGGRESSION

RESPONSIBLE - CONTROL TV AGGRESSION




CANADA

WHO IS RESPONSIBLE FOR CONTROL OF TV ATHLETIC AGGRESSION




CANADA

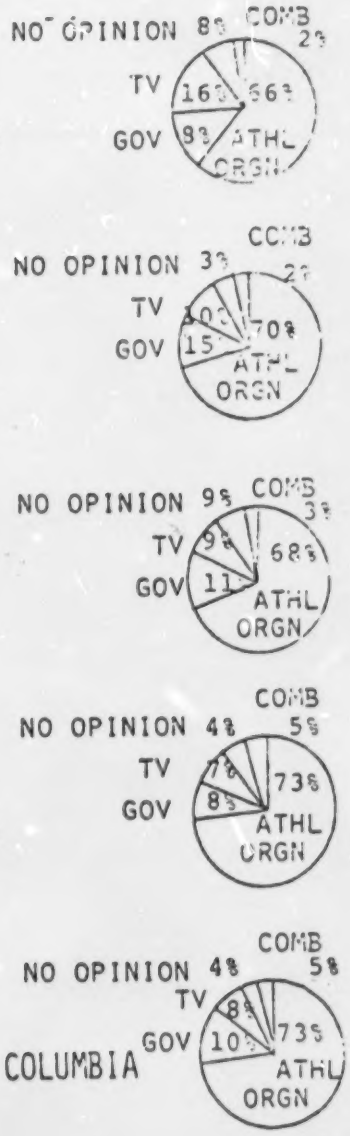
1. MARITIMES

2. QUEBEC

3. ONTARIO

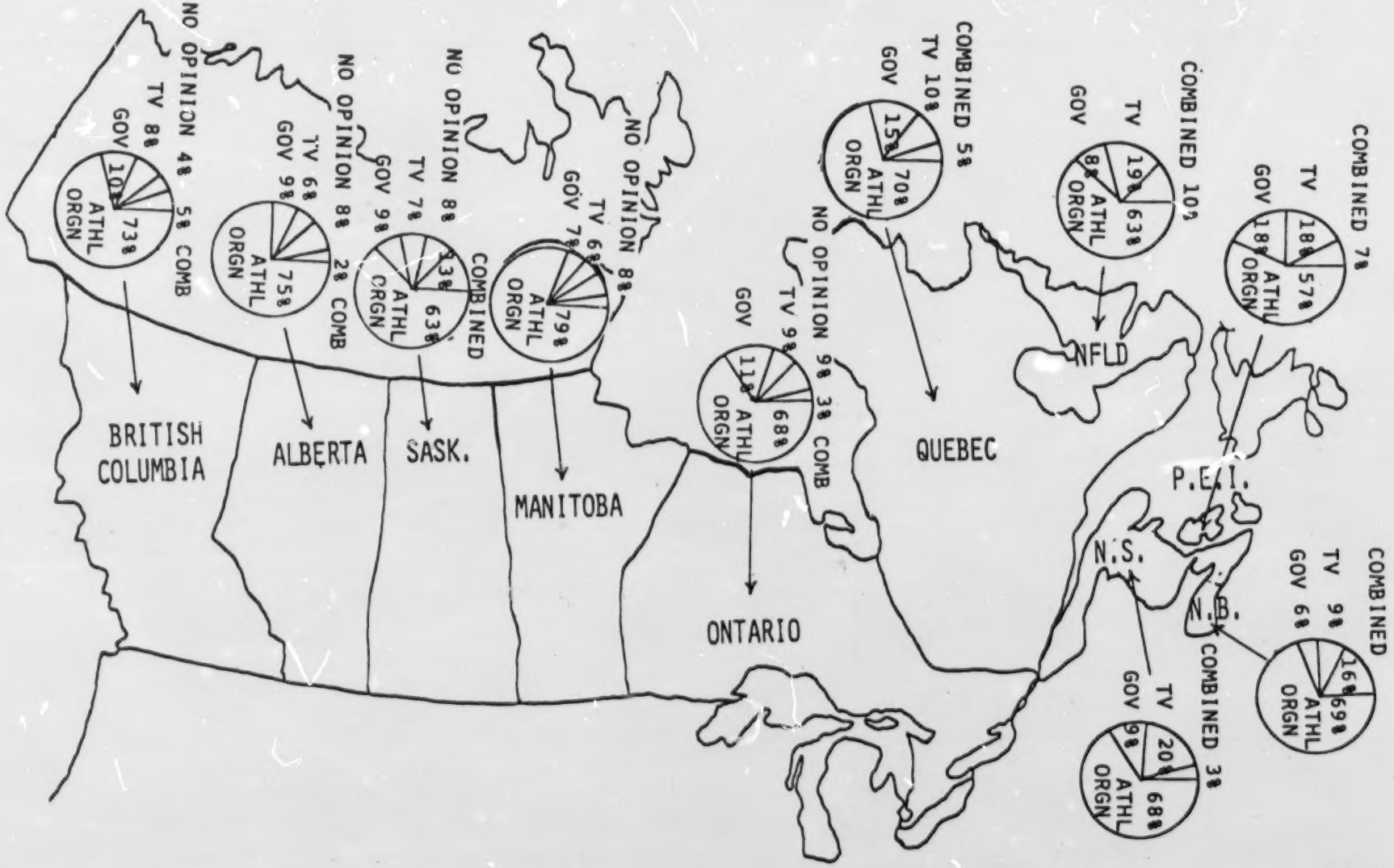
4. PRAIRIES

5. BRITISH COLUMBIA




CANADA BY 5 REGIONS

WHO IS RESPONSIBLE FOR CONTROL OF TV ATHLETIC AGGRESSION




CANADA BY PROVINCE

A. 4 (d) (cont'd)

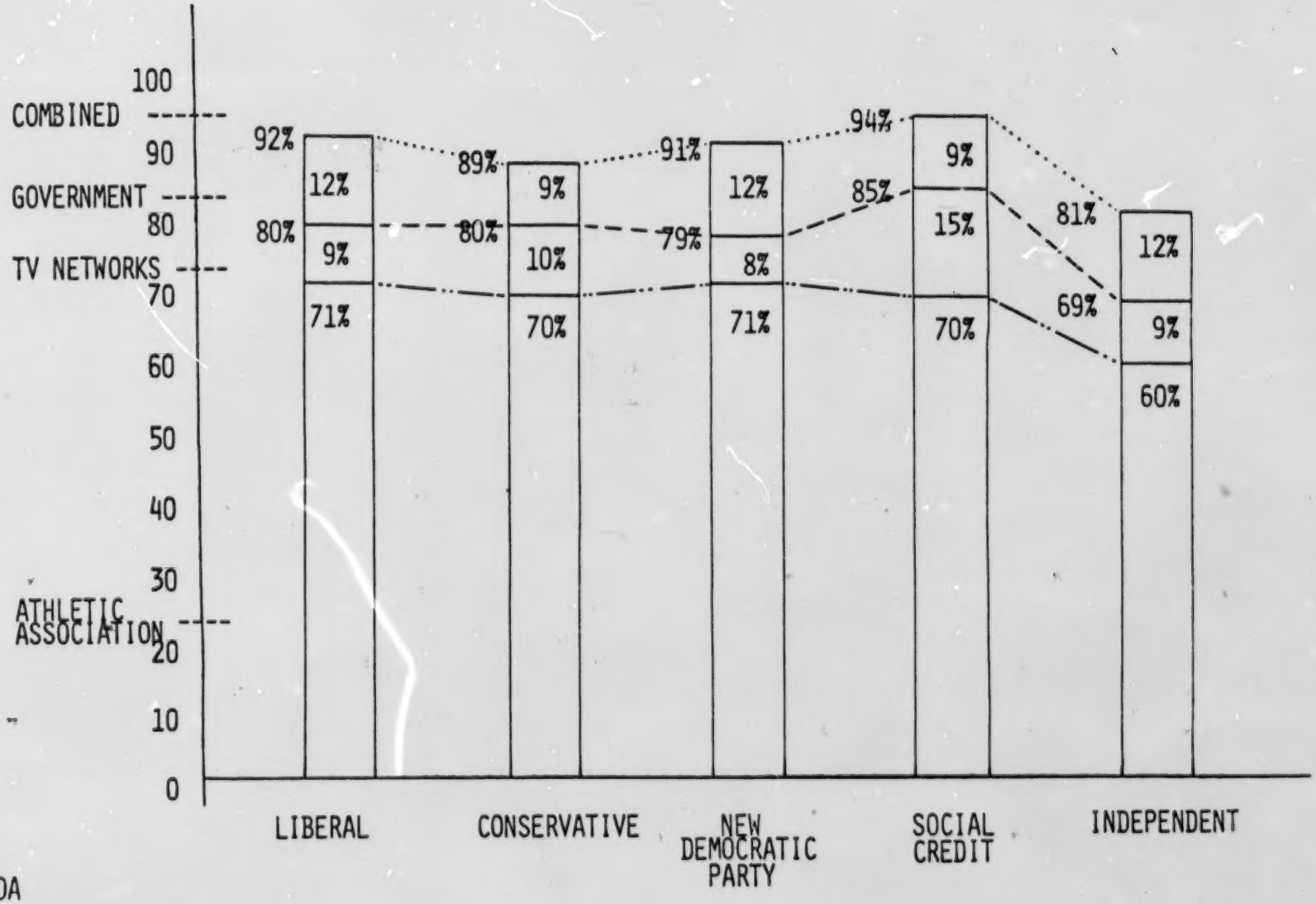
(17.9%) and Quebec (15%) are highest in support of government responsibility in this area and New Brunswick lowest (6.4%). The remaining provinces all fall within 7 to 11% (Ontario, 10.7%; BC, 9.5%; Saskatchewan, 9.2%; Nova Scotia, 8.9%; Manitoba, 7.5%; and Newfoundland, 7.8%). In terms of T.V. network responsibility for controlling T.V. athletic competition aggression, the Maritime provinces of Nova Scotia, 20.9%; Newfoundland, 18.6%; and PEI, 17.9% are relatively high; Quebec showed 10.1% favouring this approach, while the remaining provinces fall between 6 and 8 % (Alberta, 6.4%; Manitoba, 6.6%; BC, 8%; New Brunswick and Ontario, 8.9%). New Brunswick is highest in 'no opinion', 14%, followed by Ontario, 9%; Newfoundland, 8.8%; Saskatchewan, 7.8%; Alberta and Prince Edward Island, 7.1% approximately, with the remaining provinces in the 2 to 4% range.

Subgroups

Subgroup analysis showed significant difference on political party, occupation and demography.

All political parties were strongest in assignment of responsibility for regulating aggression in sports to athletic organizations (NDP, 71.5%; Liberals, 71.3%; PC, 70.4%; SC, 70.1% and Independents, 66.7%). Three parties assigned secondary responsibility to the government, with the television networks a close third (NDP, 12.3% > 8.3%; Liberals, 12% > 9.3%; and Independents 11.7% > 9%). The Social Credit party and Progressive Conservatives ranked T.V. networks second and government third (SC, 15.3% > 9.4%; and PC, 10.1% > 9.3%). Independents were strongest in support of some shared responsibility (4%), followed by PC (3.2%), Liberal (2.2%), NDP (1.1%) and Social Credit showing only .6% selecting some cooperative arrangement.

WHO IS RESPONSIBLE FOR CONTROL OF
TV ATHLETIC AGGRESSION




CANADA

A. 4 (d) (cont'd)

On the basis of occupation, white collar workers, skilled and unskilled labourers and others assigned primary responsibility to the athletic organizations (71.1%, 69.3%, 70% and 67.8%, respectively). White collar workers and skilled labourers saw government with secondary responsibility with T.V. networks third (11.4% > 8.1%, and 11.5% > 8.9%, respectively); while unskilled labourers and others saw the T.V. networks with secondary responsibility, followed by government (11.8% > 10.3% and 11.5% > 10.9%). White collar workers were twice as strong in support for some cooperative responsibility as compared with the other groups (approximately 4% > 2%).

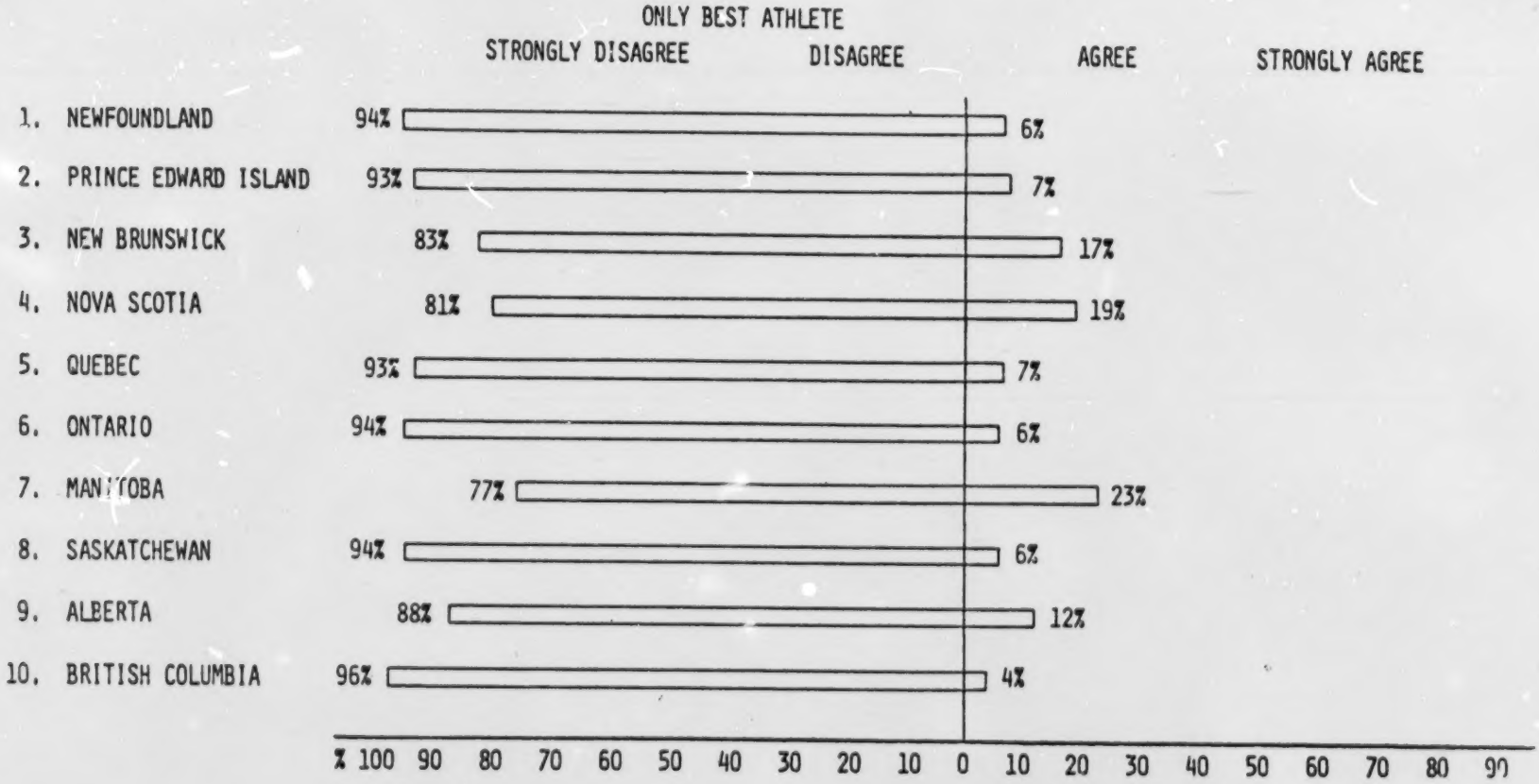
In terms of demography, urban dwellers saw the athletic organizations with primary responsibility (70.5%) with government second (11.8%) and T.V. networks third (8.9%). Rural respondents similarly assigned primary responsibility to the athletic organizations (68.1%), but reversed the statistics for second and third (T.V. networks, 11.2% > government, 8.9%).

## FOOTNOTES

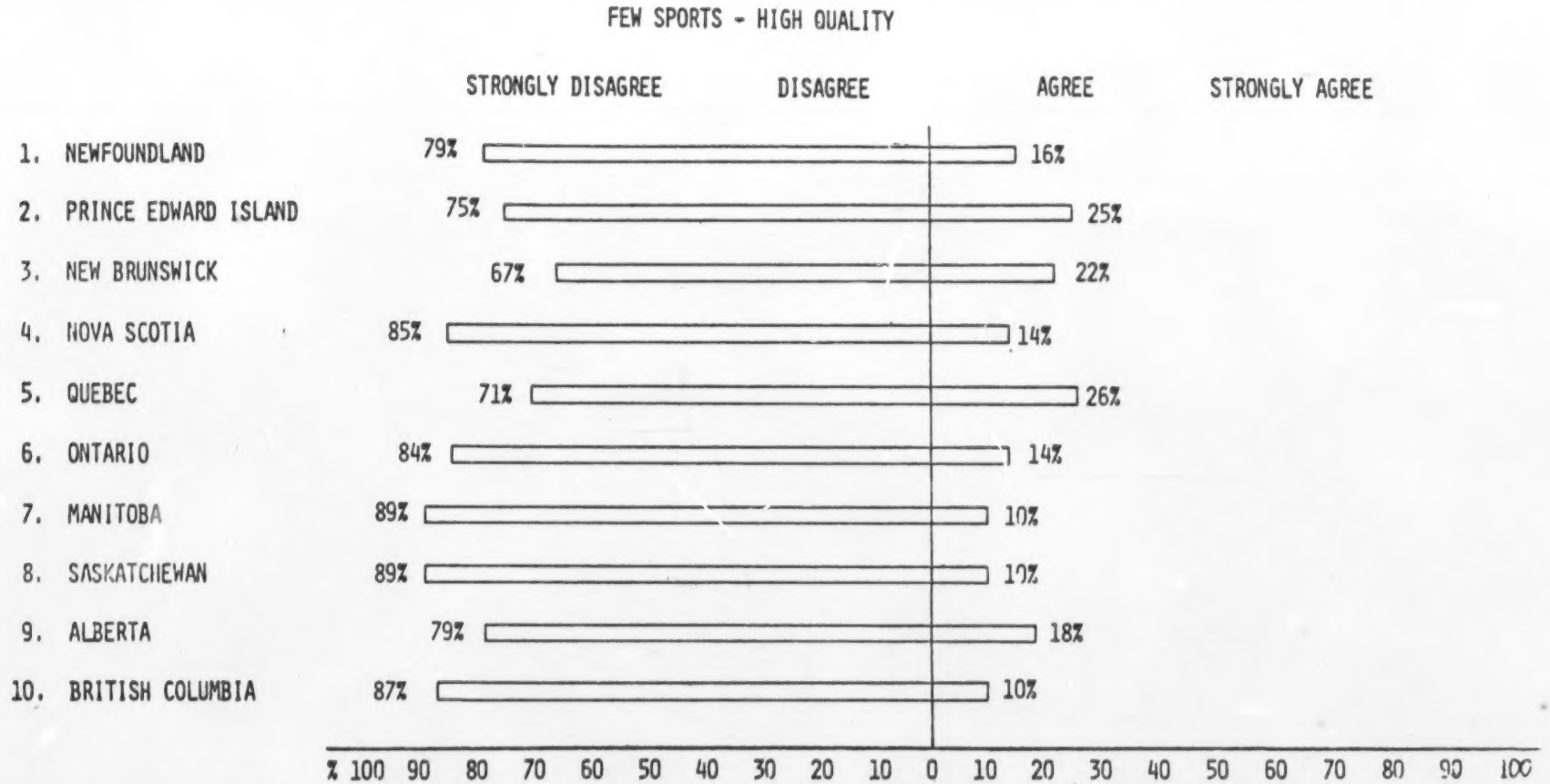
1. See Dick Moriarty, Ann Marie Guilmette and Prof. Marge Holman (eds.) The Role of Interschool Sports in the Secordary Schools of Ontario - Focus on SWOSSA and OFSAA (Toronto, Ont.: The Ontario Ministry of Education, 1976).

2. Ann McCabe and Dick Moriarty, Studies of Television and Youth Sports (Toronto, Ont.: The Ontario Royal Commission on Violence in the Communications Industry, 1977).

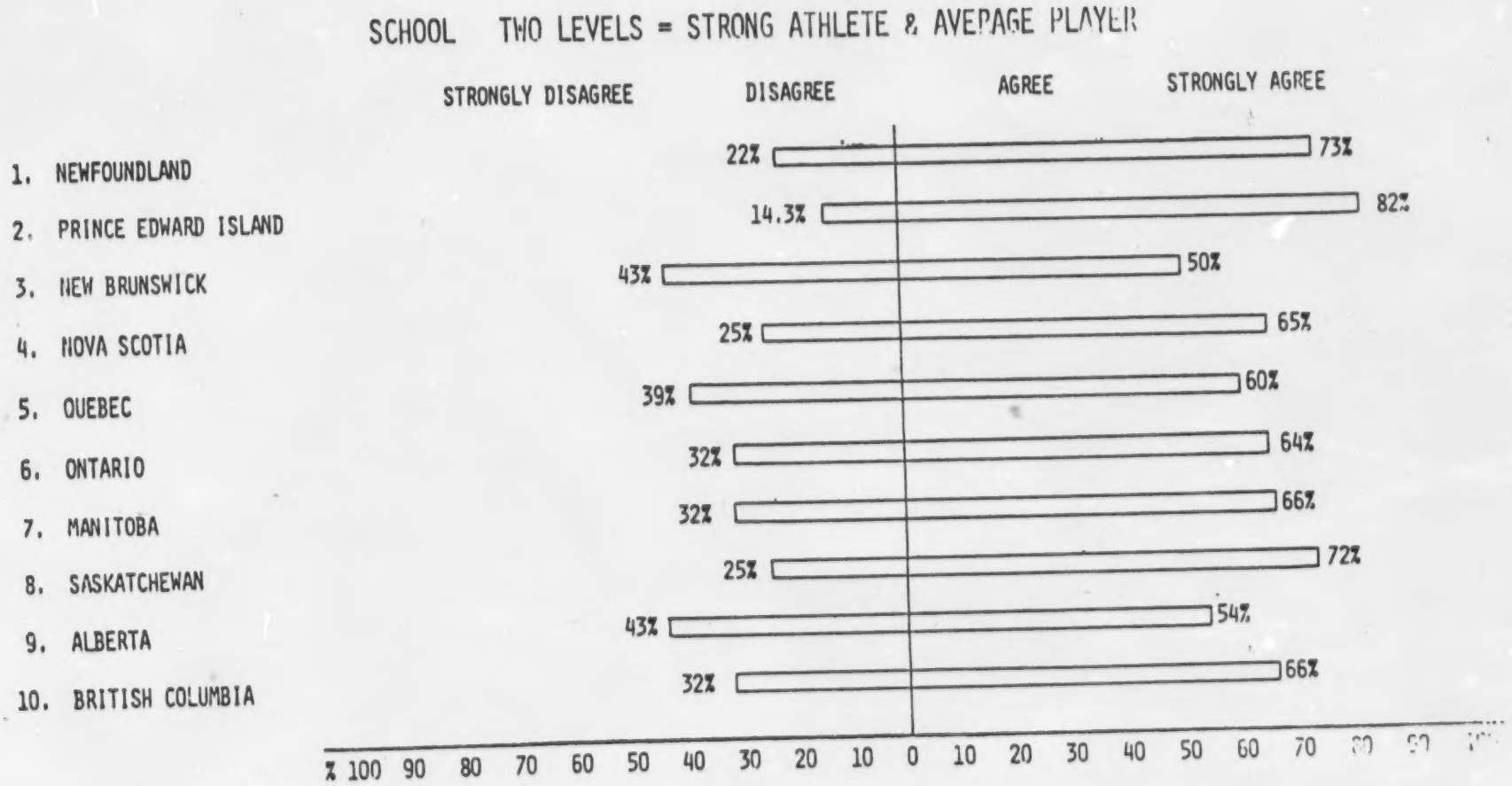
NOTE: Both studies are available from the funding agencies and/or the Ontario Government Bookstore, 800 Bay Street, Toronto, Ontario.




CANADA BY PROVINCE




CANADA BY PROVINCE

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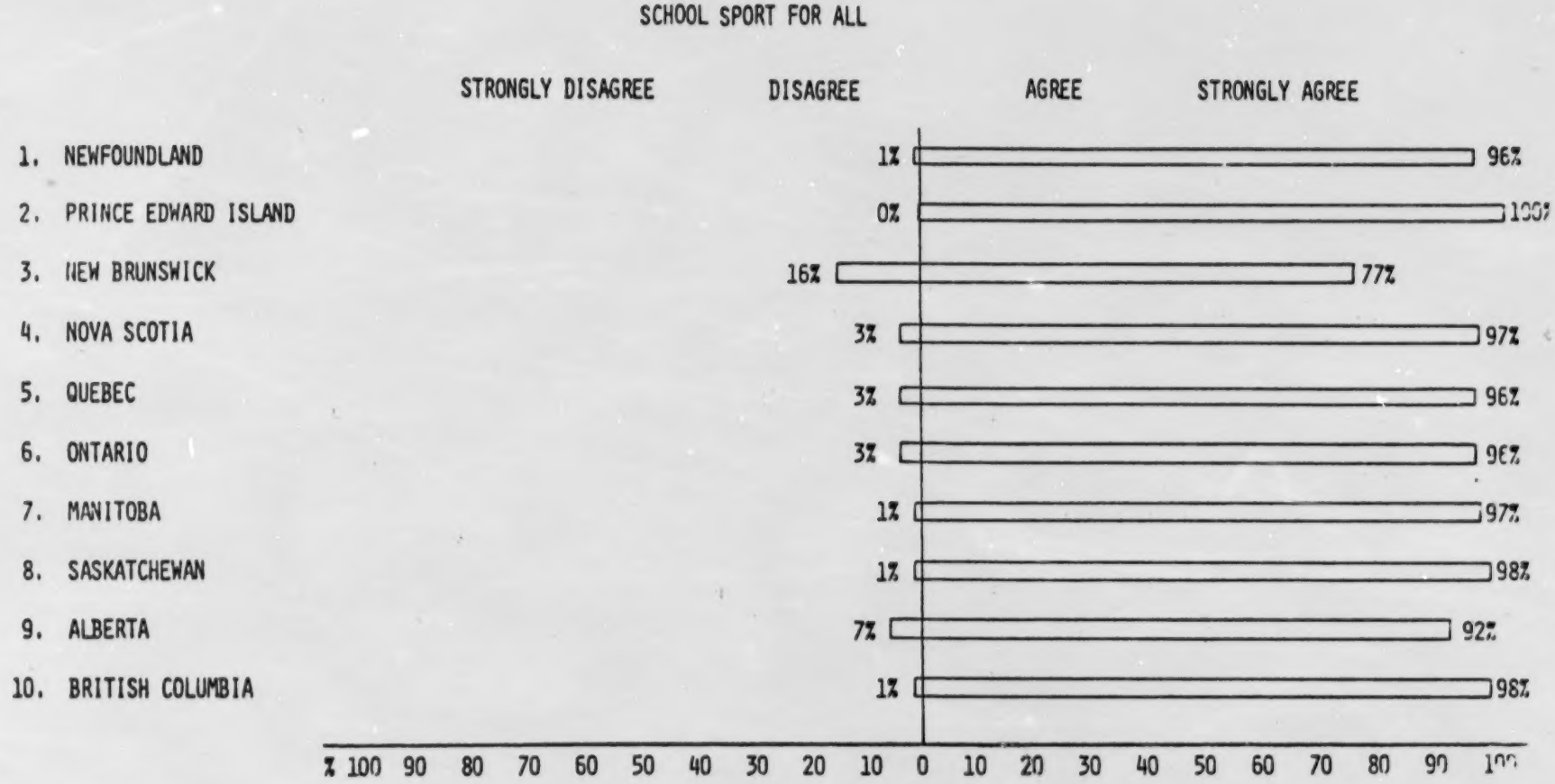
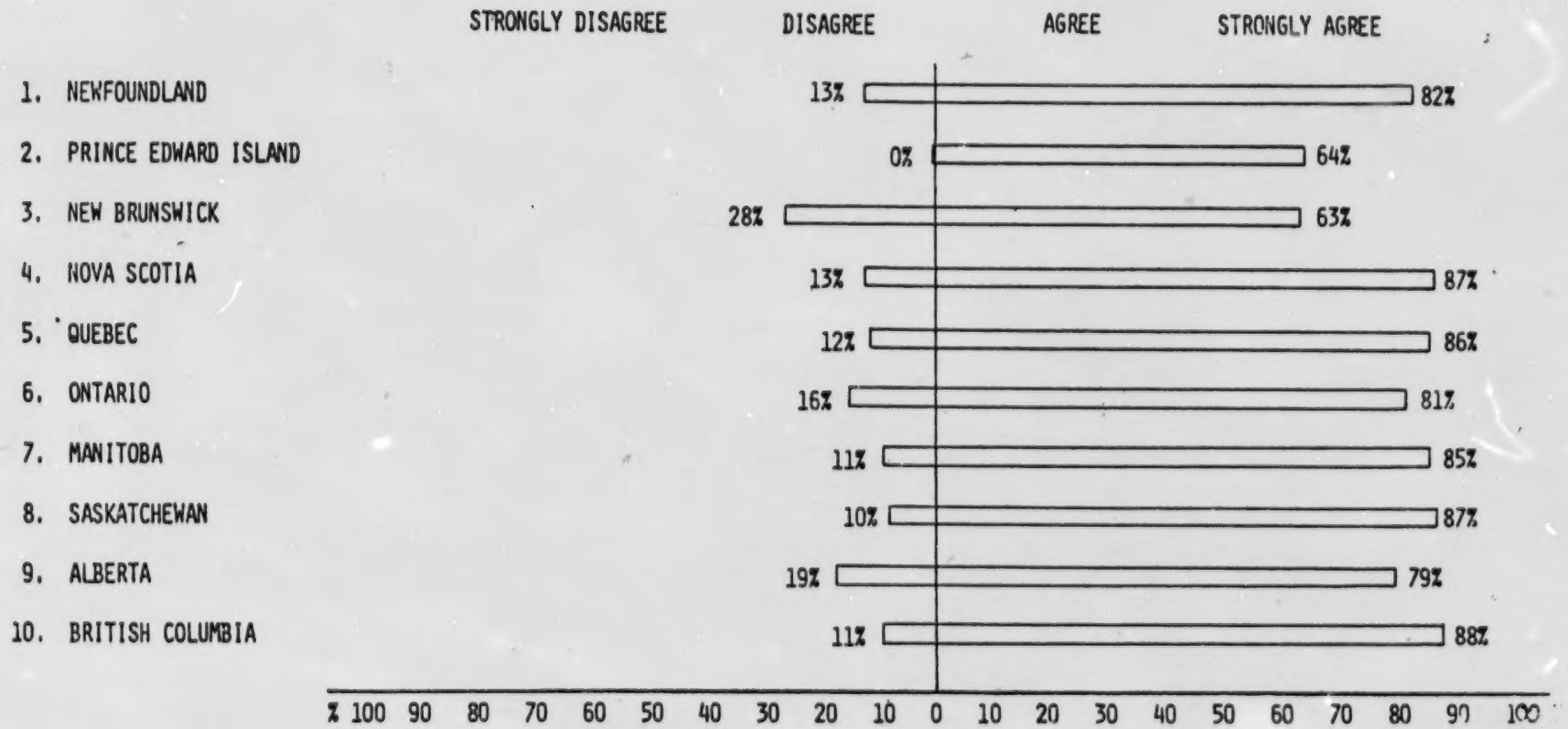


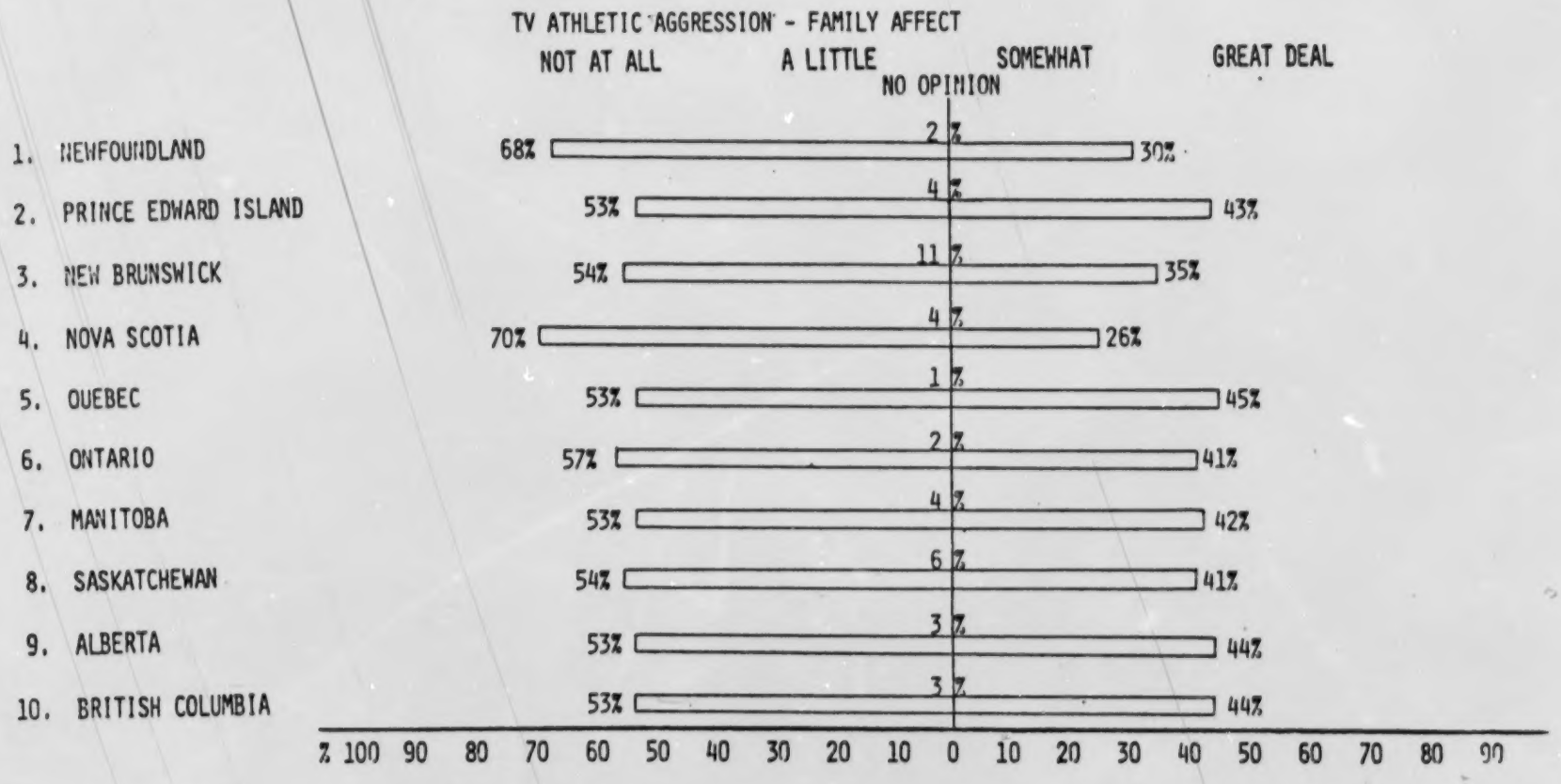

CANADA BY PROVINCE

## MANY SPORTS REGARDLESS OF ABILITY



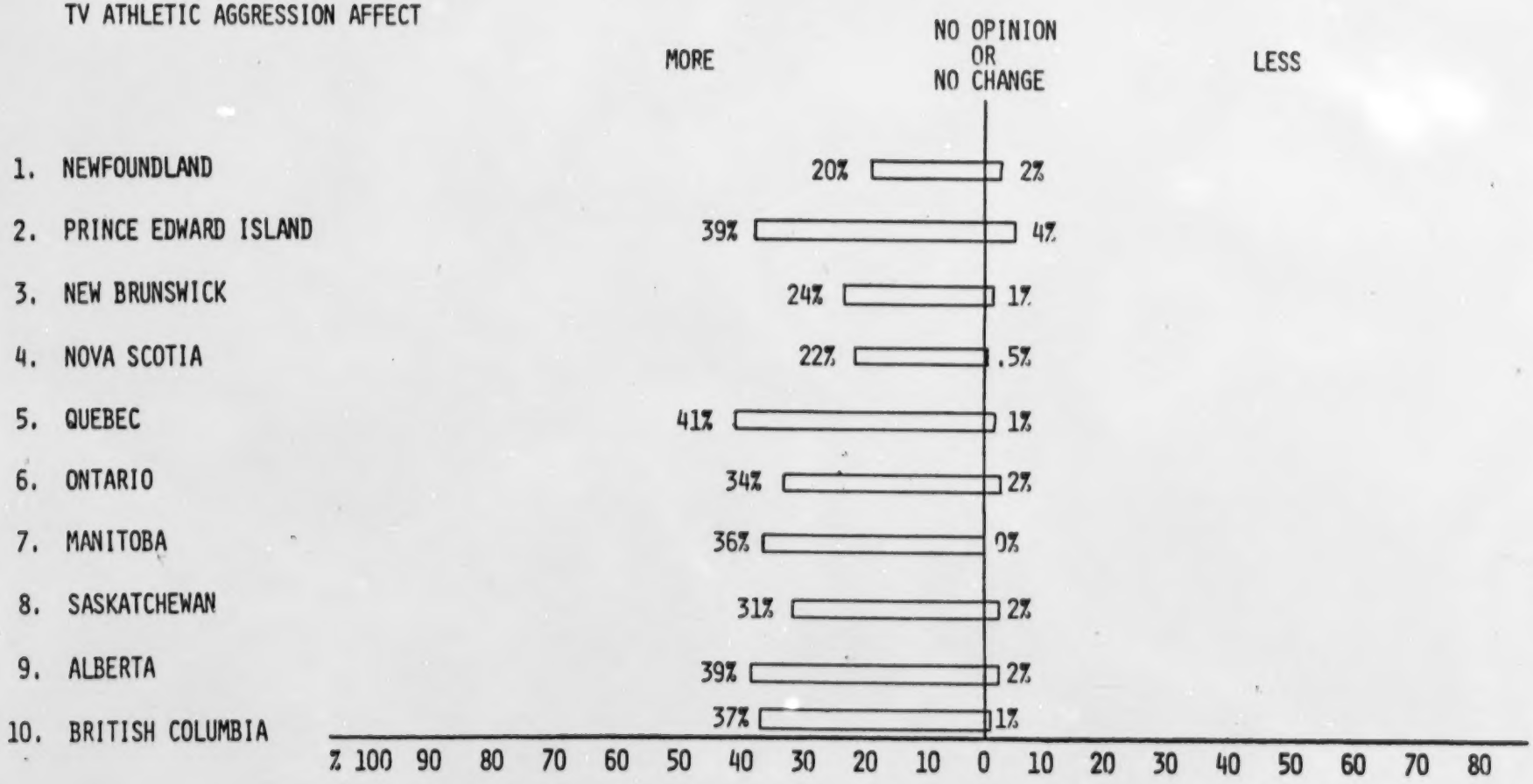
# TV ATHLETIC AGGRESSION - FAMILY AFFECT

CANADA BY PROVINCE



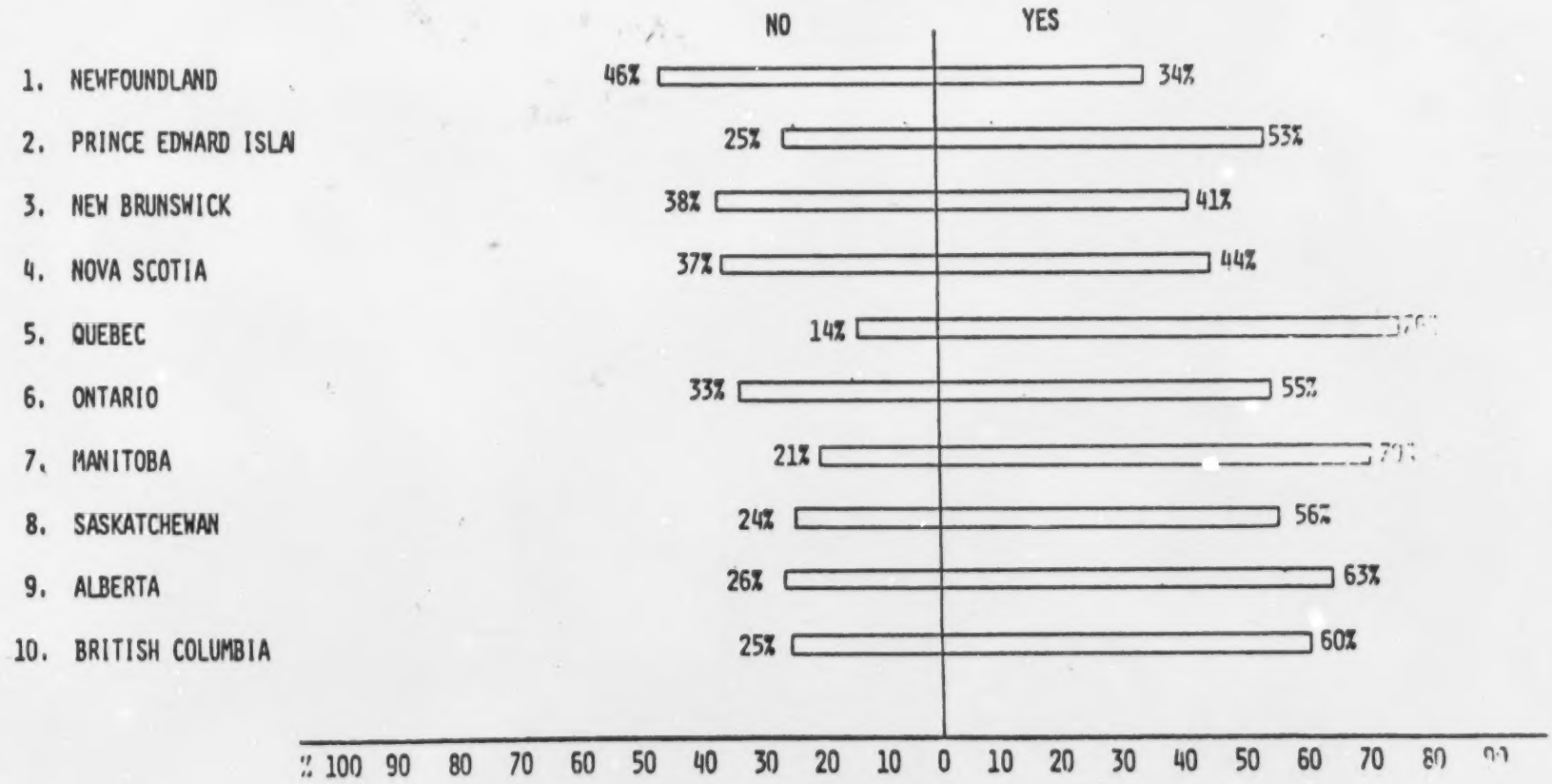

CANADA BY PROVINCE

TV ATHLETIC AGGRESSION AFFECT




CANADA BY PROVINCE

SHOULD SOMETHING BE DONE ABOUT TV ATHLETIC AGGRESSION




CANADA BY PROVINCE